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# Maclean's

Canada's Weekly Newsmagazine

October 25, 1999

## The Maclean's **HEALTH REPORT**

# The Vancouver Way

- The West Coast lifestyle pays healthy dividends
- Sudbury, Quebec City, Halifax: alarming hot spots for lethal diseases



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## The Onex bid

**Thanks** for showing us what a strong and shy guy Gerry Schwartz is. You may not have realized it, but it came out between the lines ("Gerry Schwartz," Cover, Oct. 11). Let's hope that Schwartz loses his "light of a lifetime." He "needs" Air Canada in the same way that child needs a toy car or a Barbie doll. To call him Monopoly playing the right of a lifetime is a bitter insult to all those who have truly lived through such a struggle.

Thomas Akers, Oshawa, Ont.



Schwartz is AMR taking the shot!

It seemed to me that your article was little more than a ploy to advise Gerry Schwartz among in the eyes of the public. But the picture of Schwartz seated beside in his comfortable sweater with his ancient, meandering circle did little to

ally my loss. Schwartz said that acquiring and merging Canadian Airlines International Ltd. and Air Canada is not about money. It would be the big high-profile merger that Onex Corp. needs to make it a household name. That may be true. But in the majority of the financing, it comes from south of the border, mostly from American Airlines' parent company, AMR Corp. of Dallas. They are the ones calling the shot. Schwartz and his Onex Corp. are just the Canadian front men. It is difficult to shed more than money. It is about the transfer of control of our Canadian airline industry and jobs to the United States.

Doug Gilbert, Irvine, Ont.

In the midst of all the paranoia of the possible forthcoming Air Canada/Canadian Airlines merger, one of the published fears is that the new airline would build a monopoly over Canadian travel. This is absolute hogwash. On international routes, Air Transat and Canada 3000 already have lower fares. And what about all the other airlines that fly into Canada? Domestically, there is already plenty of competition from the likes of WestJet. This particular fear is just simply unfounded.

Mark Dugg, Co-ordinator, Properties and Facilities, Canadian Regional Airlines, Calgary

## Irony upon irony

I was enjoying Charles Gordon's commentary on irony in the media until he did the very thing he was criticizing: commenting on "When irony becomes cynicism," (Oct. 11). As he said, one can get "tired of the automatic reaction of anybody who actually cares about anything." So why did he choose

## Families and the law

I appreciated the thought-provoking issues raised in addressing the questions who is responsible for a five-year-old's death on his bike ("Parental duties and the law," The Mail, Oct. 4). But I must take exception to the comments of Robert Glossop, executive director of judgments and research at the Ottawa-based Vavilov Institute of the family. In one breath, Glossop boldly states that "we can't let parents off the hook," and then with the next—characterizing criminal sanctions as "a very severe response"—he essentially absolves parents of responsibility for the negative consequences of not preventing. Perhaps if government were to cease pressuring parents from punishing by not providing such services as funding for day care and sex education in schools, our families would find the identity and cohesion that can only come when a child regards a parent as life-giver, provider, exemplar and educator. Such expectations are enormous but absolutely required to ensure the endurance and sanctity of the family in our society.

Robert Morris, Calgary

to mock, in almost the next breath, western Canadians who voted for, and elected to Parliament, Reform party members? Finally, I am tired of the constant cynical disablers' mocking of western Canadians like myself who believe in and elected Reform party members. Does Gordon really feel that those Canadians—who believe in what Reform stands for don't actually care much about anything? And because a majority voted for the Reform party our vote in the last elections, does that mean that Westerners are merely unintelligent as well as uncaring? Central Canadians like Gordon might wonder why there is a sense of outrage against the West. Has Reform party comment and the cynical, narrow-minded and anti-western thinking it reflects is one of the reasons why

Meriv Gennett, Oshawa, Ont.

## Change the anthem?

**Letter writer** Peter Stansberg urges a change in our national anthem to amend the wording "our home and native land" to include foreign-born Canadians ("Clarion in GG," The Mail, Oct. 4). I urge another change, specifically, to take out the words "thy sons," which effectively excludes more than 50 per cent of the population, and substitute "of us." These simple changes would include many more Canadians, whether foreign-born or female or both.

Nelson Poonch, Vancouver

Peter Stansberg hopes the first act of Adrienne Clarkson as Governor General will be to have the national anthem rewritten to appease the 15-per-cent of foreign-born Canadians. What about the 87 per-cent of Canadians for whom Canada is their "home and native land"? Shouldn't the anthem be relevant to the majority of the population? When I immigrated to Canada from

England 30 years ago, I did not expect Canada's institutions to be changed to suit my preference.

Kevin Byrne, Harris, Alta.

If Adrienne Clarkson, as Canada's new Governor General, gets around to ordering an update of our nation's words, may I point out that the "thy" and "these" are hopelessly out of date—unless that be those pleasant to speak in the new century.

Karl Wolf, Toronto, Ont.

Adrienne Clarkson's appointment as Governor General is poignant with possibilities that can only be enhanced due to her relationship with longtime companion John Robson Steel ("Adrienne's Ottawa," Special Report, Sept. 28), but a deplorable that they had to be wed before sleeping in Robson Hall. And that just such a predestination was

also applied to predecessor Roméo LeBlond? But really necessary that a candidate for the position of Governor General be accompanied on the procession bed of marriage? Does this step, the result of so-called gentle hints, really support either institution? Besides, what is to be done when a kid lings at a Lauder LaFaire is the candidate for the position, because at least at this time marriage is precluded for gay persons? By the time a prominent gay person is a candidate, hopefully there will be a sound alternative.

Rev. Ellen Hay, Seattle, B.C.

One is not sure why the appointment of Adrienne Clarkson as Her Majesty's Governor General of Canada should involve her husband at all: he has been appointed to writing, and any comments John Robson Steel makes will only represent his own thoughts, while

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Robert F. Menden, Hantsport, N.S.

**When Diane Krall** hit the streets in 1993 with her first CD, *Stepping Out*, she faced a routine question of whether she thought of herself as a singer who could play piano or a pianist who could sing. Inevitably she chose the latter. Her keyboards are incomparable. It's clear, too, that she can sing. Her talent is something far more than the simple dichotomy the earlier choice gave her. She is a jazz star ("Sweet seduction," *Covers*, Set, 13).

Laguna Marshall, George H. Rouse, B. C.

**As a special education teacher and one with a learning disability, I was very pleased to read your article about how working learning-disabled students ("Giving the learning disabled a head start," *Education*, Sept. 13) I'm glad your story attempted to capture how hard these students study and their determination to achieve. Hopefully, it will encourage many learning-disabled students to pursue their dreams of a postsecondary education.**

A. Wayne McFarlane, Editor, *Gen*

Allan Fotheringham writes about the junco quern in Texas, the song now restored by George W. Bush.

"(Getting to know George W." Sept. 27). Forthrighter makes much of the presidential hopeful's platform of "compassionate conservatism," and notes that his record on crime issues is anything but. I remember when a Scottish business minister's ordering assistance for a doorman in an affluent Houston suburb. He was shot dead by the homeowner. The police would not lay charges and a grand jury concluded that the homeowner's actions were entirely justified. No, George W. did not invent compassionate conservatism. He's just dancing with those that bear him out.

Bruce Aetukus, Fort Perry, Ont.

"Getting to know George W." could have been titled "The man who should not be president." What puzzles me is that the American people would even consider him as the leader of their country. Certainly, he has misled a

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## The Mail

Teams fear of crime, and forced submission and ignorance, allowing him to take control. Great material for fiction, but sadly it is reality.

Anne Wilson, Oshawa, Ont.

## Unfinished business

Anthony Wilson-Smith noted that economist John Kenneth Galbraith, in a recent speech, identified "mankind's greatest challenge" as "the growing number of desperately poor people and the need to eliminate nuclear weapons," and furthermore that, according to Galbraith, we are now "on the edge of a total end to civilized existence on the planet, perhaps life itself" ("Lunch with John Galbraith," *Backstage*, Sept. 20). On the world stage, Canadians have made a convincing effort to reduce and eliminate the nuclear threat and other dangerous weapons, such as land mines, however, the desperate poor can be found by the growing thousands. We can no longer turn our backs on the poor. If we cannot adequately and honestly face the challenge of poverty in one of the world's most affluent countries, then as Galbraith suggests, what hope is there for the world and the future of our children?

Brian MacIsaac, Winnipeg

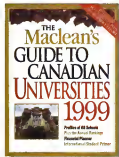
No doubt John Kenneth Galbraith would be amused to read Roy Lindsey G. King describing him as a socialist ("A rich socialist," *The Mail*, Oct. 4). King says that Galbraith is a hypocrite because, despite being rich and therefore a beneficiary of capitalism, he espouses left-wing economic opinions. Doesn't this logic make King a hypocrite as well, because, although he is poor, he supports capitalism? King says that "wealthy socialists give me a pain." Does this mean that he approves of poor socialists? King should not be so cynical as to assume that it is necessarily self-serving for people to identify with, or espouse empathy for, those less fortunate than themselves.

Mark Marshall, Ottawa

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## Editorial Update

### Maclean's columnist: Opinionated, provocative

Although the topics they cover are often miles apart, Maclean's award-winning columnists share a passion for integrity in their subjects, and the experience required to fully investigate and stand on these issues.

As Maclean's national affairs columnist, Anthony Wilson-Smith makes it his business to scrutinize the country's political scene at both the federal and provincial levels—and his efforts as Maclean's Quebec editor (1983-89) and Ottawa editor (1990-96) prepared him well for this assignment.

Wilson-Smith's Backstage column highlights the politicians and public figures who dominate the country's political scene as well as individuals who deserve to be better known for their work. Wilson-Smith is also keenly interested in keeping tabs on a business he knows well—the media—since the key journalists portray news events often influences how Canadians view each other.

"The goal of a columnist is to be informed and informative," says Wilson-Smith. "Whether or not the reader agrees with the writer's point of view, when they finish reading, they feel they've learned at least one or two new things."

In his regular column, Anthony Wilson-Smith takes Maclean's readers behind the news and into the lives of his subjects, demonstrating that issues and people are usually much more complex than they first seem.

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—art critic Christopher Marz,  
the Toronto Star, Oct. 14

"It may have come as a shock to the good editors at *Maclean's*, but artists have been carving out careers for centuries without picking up a chisel."

"While many of the native carvers who worked with Bill are talented carvers in their own right, their disloyalty and lack of compassion following Bill's death are astonishing."

—Sarah Milroy, *The Globe and Mail*, Oct. 15  
Milroy is the daughter of Sir Michael, co-owner of Vancouver's Episcopo Gallery, which sold Bill Reid's work between 1980 and 1993.

"Bill Reid had ideas and the means—collaborative or otherwise—to express them. A Bill Reid is a Bill Reid."

—art critic Brian Huft in  
*The National Post*, Oct. 14

"This is a surprise to no one. In fact, the notion of the artist's workshop is a time-honoured tradition."

—Matthew Teitelbaum, director of the  
Art Gallery of Ontario, quoted in  
*The Toronto Star*, Oct. 13

"Clearly the writers and editors at *Maclean's* lack any sophisticated comprehension of art-making in the 20th century, especially art post-MacLeod Duchamp, the French artist famous for his 'ready-made' of bicycles, shoes and urinals."

—British artist and critic Eileen Gormet in  
*The Globe and Mail*, Oct. 15

# The art world goes on the attack

The *Maclean's* cover story on Haida artist Bill Reid brings a storm of protest

*The critics gale—did they ever! Last week's Maclean's cover story on Haida artist Bill Reid and his use of other artists in producing his work provoked a storm of protest in the art community. At times, for the most part, was the question of authorship, and whether an artist's hands-on involvement in a work is even necessary. Many critics and viewers who really came—and they took Maclean's to task for its "arrogance" in failing to recognize the role of assistants. But there is another side that was not covered by the critics. Here it is:*

Some artists and collectors welcomed the debate over authorship, saying it was long overdue. And they pointed out—one for the record, of course—that much of the uproar was caused by an unrelated concern: maintaining the value of Bill Reid's works. In other words, money.

To begin with, the matter of assistance is a given. In the cover story, Senior Writer Jane O'Hara observed that "throughout history, artists have had huge studios with many assistants." The piece quoted American sculptor Wade Stankard, who wrote in a 1993 article in *Art in America* magazine that the practice was becoming increasingly common in an era when New York City—a fact that gallery owners and art dealers were trying to keep quiet to maintain prices. What is remarkable in the case of Reid, who suffered from Parkinson's disease, is how much he asked on others from 1980 on. In some cases, he never physically touched the work at all. And he and those around him worked to leave the impression that he was still intimately involved in the actual production of his work.

Bringing up the example of Marcel Duchamp, as one critic does, is misleading. Duchamp championed "ready-made" art—a



During work on *The Spirit of Haida Gwaii* with wife Marjorie (facing page), some critics and collectors say the debate over authorship has been a long time coming.

store-bought object, for example, hanging on a gallery wall with the title. In *Advance of the Broken Arrow*, Reid, on the other hand, painted himself on his ability to produce what he termed "the well-made object," his earlier time—notes in the main article and a separate piece on his contribution to the flourishing of Haida art—was built not only on his exquisite designs, but also on his own fine craftsmanship. To buy an earlier Reid piece was to purchase not only the statue, but the artist's personal journey.

To buy a later work, of course, was something else. Would a collector pay more than \$100,000 for a piece of jewelry, knowing someone else's hands were responsible for almost all of the actual craftsmanship—as well as the approval? Why not, protest the critics—it was Reid's creative vision. Nonetheless, counter some collectors. "In the absence of evidence in

which Bill Reid worked, the spirit of the work can only be released by the artist," said Bruce Bailey, the Toronto investment banker and contemporary art collector who was listed by New York-based *ARTforum* magazine as one of the world's top 200 collectors. Bailey says there is no question that works done by the master are worth more than those done by assistants. "This is a shame-stroke," he added. "His hands have to touch the stone. The early pieces he did, which were known to have been done by him, are more valuable than the later works."

Some artists agree. Canadian sculptor Robin Bell says that physical involvement is crucial to the authenticity of a piece. "It's a doctor of the surface," Bell says. "That's important to art." The widespread use of assistants and other artists, he notes, has resulted in sculpture who are little more than "general contractors." But Bell, who for the past 25 years has worked in Precisions, the heartland of Italian sculpture, adds that the art world is a "weak, wobbly, not, not" business.

One that involves a great deal of value. "You've got a hot button—the art dealers are trying to protect their own interests," said one Toronto collector who, like many art world insiders, did not want to speak critically on the record. "It is sheer money," a museum curator who also wished to remain anonymous told *Maclean's*. A case in point: the Bernini Research Project, a Dutch government-funded study founded in 1968, has tracked down on collections around the world with its examination of Bernini's work, some have been given a clean bill of health, while others have been downgraded when project members decided the work was done by other hands.

Authenticity isn't the only question. "The idea of the artist's hand being the author of ownership is long past," insists Matthew Teitelbaum, director of the Art Gallery of Ontario. "But there are other issues of accountability—full disclosure of the creation of the work, the relationship of the artist to his studio, and the relationship of the artist to the producing process." Those were the very issues Teitelbaum believed it was important to raise with its cover story. Toronto sculptor Marjorie Stankard, whose sculpture, *The Wise*, graces the Canadian Embassy in Japan, calls the story "a wonderful discussion point—it would open up the public's eye to aspects of the art world that have been alienating them." Others, apparently, were less than enthusiastic about that prospect.

Robert Lewis

Next week, *Maclean's* will publish letters from readers on the issue. For additional background and a discussion forum, go to the magazine Web site at [www.macleans.ca](http://www.macleans.ca).

# Notes

Edited by Tanya Davies



When the film crew started shooting the movie in Quebec in 1938, wildlife film-maker Bill Carrick was approached to find 10 beavers. Carrick also acts as an animal consultant for movies—and beavers are his favourite animals. He was told the crew needed beaver kits between the ages of two days old to six months to portray Grey Owl's pen. "But the companies always show a curve," says the Toronto-based Carrick. "They needed the kits for shooting in April and May, but beavers aren't born in Canada until mid-May."

So the search was on. Carrick and his then-assistant, Kelly Whitlock, started scouting North America. They eventually found some the right age in Alabama, where they paid \$300 a beaver, and in Illinois, where Carrick had to pay \$750 a beaver "as we were getting desperate." But the film company still needed lots of varying ages. So the search took Whitlock to the southern-most tip of Argentina, Tierra del Fuego. "I did some research and discovered that in the 1940s some Argentines decided to make money selling beaver pelts, so he got a couple from Salicadocawa," says Carrick, who adds that with transportation and handling, two kits cost \$12,000. And how did the South American beavers act in the movie? "They never did get used to the film," says Carrick.

"The Alabamas and Illinois beavers were the main."

Illustration by Bob Taylor



## Big bucks for beavers

Two young beavers—known as kits—play a pivotal role in the current film *Grey Owl*, which presents the true story of the famous impostor Indian conservationist from Northern Ontario, who was revealed to have been an Englishman since his death in 1938. The little furry stars cause the title character, played by Pierce Brosnan, to stop trapping and ultimately become the father of Canada's environmental movement. But the irony is that the beavers used in the movie aren't Canadian, but come from a more Southern clime.



## Millennial motoring

Like most governments, officials with the state of Maine have worried about the Y2K problem and spent millions of dollars ensuring state computer systems are ready for Jan. 1, 2000. Obviously, it wasn't enough. Last week, owners of 2000 model-year vehicles in the New

England state received tale deeds identifying their new cars and trucks as "harmless catspaws." The computers in the secretary of state's office—which oversees vehicle licensing and registration—mistook the year 2000 as the year 1900 and cars were printed with "harmless catpaw," a description used for vintage cars produced before 1916.

Close to 800 cars and 1,200 truck-trailer tale deeds were issued with the wrong designation. And how did the new owners react to the computer gaffe? "Most of them chuckled and said we need a clean title as soon as possible," says Secretary of State Don Gosselin. And hoped this wasn't a sign of things to come.

## Easy listening

When the Parti Québécois narrowly complied to Quebec's press council about an antigay-porn journalist who tried to tap one of their private meetings, some pundits pointed out the political party, suggesting it went overboard. The incident occurred at the PQ national council meeting in late September. While 400 delegates huddled for a door-door strategy session, three-



Bouchard, pinner

both Thompson, a national assembly correspondent for the Montreal Gazette, played her tape recorder against a sealed window overlooking the meeting hall. She was quickly discovered and forced to turn it off—even though the closed window made recording unattainable. In a letter to Quebec's press council, PQ vice-president Fabien Richard denounced Thompson's actions as showing a "flagrant lack of ethics." But the party didn't complain about a francophone reporter standing near Thompson, who was also trying to learn to the meeting. A party official insists

that's because Thompson tried to record the session.

Michel David, a columnist with Quebec City's *Le Soleil*, suggested Thompson's actions were benign. He called the PQ's reaction a new manifestation of the "paranoia" that exists in the province's office and with the party brass, who "seem to see each journalist as the enemy." He recalled far more benign acts by journalists to

get the skinny on closed-door meetings, such as one reporter who hid in a closet during a Liberal gathering. In another instance, former premier René Lévesque exploded in anger upon hearing his words from a private meeting broadcast on the news. It turned out that a journalist had hidden under a table during the meeting.

Thompson, who declined to comment to *Maclean's*, started controversy last May when his family's car was the target of vandalism in Quebec City. The letters "FLQ" were spray-painted on the vehicle. As for the PQ's complaint, Quebec's press council, which wields only moral authority, expects to hand down a decision in a few weeks.

## Best-Sellers

| Fiction  | WEEKS ON LIST |
|--|---------------|
| 1. <i>WINTER</i> , Ian McEwan (C)                          | 1             |
| 2. <i>A LIFE OF CONSCIENCE</i> , David Shields (C)         | 2             |
| 3. <i>POISON</i> , Michael Chabon (C)                      | 3             |
| 4. <i>HEAVENLY CREATIONS</i> , Stephen King (C)            | 4             |
| 5. <i>IN THE HEART OF THE TIGER</i> , Michael Ondaatje (C) | 5             |
| 6. <i>THE HOUSE OF SEVEN GABLES</i> , Kelly Mackay (C)     | 6             |
| 7. <i>SHARON STONE</i> , David Shields (C)                 | 7             |
| 8. <i>THE WINDS OF WINTER</i> , David Shields (C)          | 8             |
| 9. <i>THE REMAINS OF THE DAY</i> , Hilary Mantel (C)       | 9             |
| 10. <i>THE WINDS OF WINTER</i> , David Shields (C)         | 10            |

| Nonfiction   | WEEKS ON LIST |
|--|---------------|
| 1. <i>THE FINE LINE</i> , David Shields (C)        | 1             |
| 2. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 2             |
| 3. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 3             |
| 4. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 4             |
| 5. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 5             |
| 6. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 6             |
| 7. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 7             |
| 8. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 8             |
| 9. <i>THE WINDS OF WINTER</i> , David Shields (C)  | 9             |
| 10. <i>THE WINDS OF WINTER</i> , David Shields (C) | 10            |

Compiled by Bruce Berman

## Animal behaviour

Jeffrey Moussier Masson is probably the world's most prominent and controversial—opponent of the theory that animals have emotions as complex and intense as humans. In his new book, *The Emperor's New Mind* (Simon & Schuster), the Princeton biologist turned animal behaviourist discusses fisherhood in the animal world. Masson examines the parental roles of "good" animal fathers, from the emperor penguin—who incubates his mate's egg throughout the Antarctic winter—to the beaver who carries his offspring about on his tail. Where most scientists are evolutionary adaptation in work, Masson perceives as practicalism, "a profound, all-encompassing experience" akin to what human fiction feels.



## Passages



**Die:** Former Tanzanian president and father of national independence Julius Nyerere, 77, of complications from leukemia, in London. Once a teacher, Nyerere led Tanzania to

freedom from British rule and became the first African country's first president in 1961. He was known throughout Africa as *Mwalimu*, or "teacher." In Swahili, Nyerere served twice as president in 1965 and 1968, and turned his efforts to diplomacy. He worked tirelessly to negotiate an end to the violence that has wrecked central and southern Africa. Most recently, he tried to mediate an end to the civil war in neighbouring Burundi, where more than 200,000 people have been killed since 1993.

**Die:** Israeli founding father Josef Burg, 90, a longtime cabinet minister who advocated co-existence between religious Jews and secular Israelis, in Jerusalem.

**Die:** Canadian newspaper legend Ray Timson, 71, of a heart attack, in Toronto. Timson joined *The Toronto Star* in 1958, and held every key newsroom position until his retirement in 1989.

**Die:** Longtime Montreal Gazette reporter and editor Lewis Harris, 51, of the need for respiratory therapy, of pancreatic cancer, in Montreal.

**Die:** Cape Breton fishing legend Leo Cremo, 60, whose niece earned him worldwide fame and a performance before Queen Elizabeth II, at his home, in Edmundston, N.S.

**Die:** Master jockey in racetrack Mills Jackson, 76, of liver cancer, in Tazewell, N.J.

**Hospitalized:** Canadian ambassador to Spain and Andorra Anthony Vincent, 59, with kidney and heart problems in Montreal. Vincent played a major role in helping release hostages taken by leftist rebels in Peru in 1996. He was flown from Spain to Montreal for treatment.

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## Opening Notes

### Explorer

## Blame Mother Nature

Most consumers hardly need a warning to know that a hurricane in Florida or a drought in California might push up prices for oranges or strawberries. It's a little harder to draw a connection between last month's devastating earthquake in Taiwan and rising costs of personal computers during the holiday shopping season. But that's exactly what many computer industry analysts are predicting. The Taiwanese capital of Taipei remains one of the most important manufacturing centers in the world for parts that form the vital inner workings of many PCs—items like computer chips. The quake, which shook the whole country and took 2,300 lives, caused a two-week manufacturing hiatus in Taipei, and, according to industry analysts, it likely to result in either rising prices or shrinking availability of PCs by next month.

The big names in PCs, like Compaq and Dell, are in the best position to weather the upheavals caused by interrupted supply, since their size gives them greater clout in the market for computer parts. Nevertheless, consumers—especially those looking for deals under \$1,000—may find they have to compromise. Industry analysts say certain features, like CD-ROM drives, may not be available at all in that price range, while buyers may also be forced to forgo less necessary but more money for color laser printers. In any event, there is one clear message—shop early.

## Electronic prose

Often predicted, never yet achieved, the paperback world may be getting a little closer. Or so say officials at Random House, which last week announced its new electronic publishing venture. The company, called Random House Publishing Group, is owned by Random House, the New York City publisher. The two have announced a partnership that will make 1,000 classic books available on the Microsoft



Post-earthquake Taipei: rising PC costs

Reader, new technology that allows users to read books on a small handheld computer. (For those addicted to paper, the text can also be downloaded to a printer.) Microsoft boasts that the Reader offers book-like benefits—sharp, clear text in a simple format—with greatly reduced cost. Instead of paying \$35 for the hardcover edition of a popular novel, for instance, a consumer using the new technology could read the same book for about \$8. Of course, that doesn't take into consideration the cost of the Reader, which, as of last week, was unavailable.

## Big Blue more than basic black

When Apple Computer Inc. introduced its latest line of personal computers in bright, jolly basic colors, they quickly sold out—and other computer companies have been scrambling to catch up ever since. Last week, IBM Corp. launched a new line of colorful snap-on covers that fit over the basic black Thinkpad series 1400 model notebook. Available in seven "bright but classy" colors, such as Mar and metallic, Andromeda green and Polar blue, the covers cost approximately \$50 each.

Patricia Clinchman

## Tips for a Better Healthstyle

From  
Hal Johnson & Joanne McLeod's  
best-selling book, *Body Goals—  
Our Guide to Healthy Living*

### Healthy Eating Tips

- 1 Whether you are a vegetarian or not, you should include items such as beans, chick-peas, etc., in your diet 2 to 3 times a week. They are packed with good things such as B-vitamins, calcium, iron and fibre.
- 2 The advice of many nutrition experts is to eat fish 2 to 3 times a week. Eating fish has been associated with a reduced risk of heart attacks. And you, canned tuna and salmon packed in water count as servings.
- 3 Main sources of vitamin E are high in fat (i.e., peanuts, sunflower seeds, almonds and vegetable oils). Include these in your diet but do so in moderation.
- 4 In the cooking process, heat and water destroy some of the vitamin C and beta-carotene so eat at least some of your produce raw. To minimize nutrient losses, steaming or microwave cooking are the best methods.



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Barbara Amiel

## Canada's left-wing battle

In May, 1979, my then-husband, George Jones, published two pieces in *The Toronto Star* weekend supplement, *The Canadian*. One was on the joys of membership and the other a profile of Canada's broad new Prime Minister, Joe Clark. Shortly afterward, the editor of *The Canadian* called. "We got 180 letters, George," said David Cobb. "Guess how many were about our new PM?" "I'll say 100 for the membership and 80 for the PM," replied George. "Wrong," said Cobb. "One-hundred and twenty for the membership."

That May was the high point of Joe Clark's career and, politically speaking, he was a nonentity then as he is now. As a politician, he remains in our minds as the silly person, on some farm near or near to us, running out of important things to say looked at his horse and currently asked, "How old are the chickens?" We looked at the waffles on the dishes and the face of Joe Clark and the two faced fencer.

Because of the mess in Canada, economically and acoustically, Clark's underdog is a catastrophe. It happens not to be a Reform party supporter, don't have any faith in Jean Charest's Liberalism and so I hoped the Progressive Conservatives would learn something from their 1993 election wipeout. But after the party conference earlier this month, one despise. A few vague musings about tax reduction, and then Mr. Clark invited Canadians to join a centrist party with "an opening to the left." He astoundingly pointed a couple of letters who had defected to the Tories—bringing with them their many left-wing luggage. What's the solution?

The reason I can't take the road to Reform is simply that I'm not a conservative like Mr. Manning. Many, if not most, of his followers are decent folk, but I can't help feeling that if a lot of them had their way would live in a bar of a Big Name Protestant church. For example, I'd be up in front of some St. Charles to explain any even dodgy marital record or any sinfulness of homosexual desire. My instincts have always been liberal, and so I use the address in Canada's political landscape as a reform of the Liberal party.

Prime Trudeau and friends shunned from the NDP and hijacked the Liberal party for the left. Joe Clark and his Red Tories hijacked the Progressive Conservatives for the same side. What's going on in Canada is not division in the right, as all the commentators keep telling us, but the division of the left. The left is now shared among Liberals, the NDP and Joe Clark's Tories.

Now we have the gloriously aging Liberal flower children—Awerchuk, Beck, Cripps—with their opinionless ideas and longing of excellence or difference. Shoulder to shoulder

talking on capitalism and diversity. Let's Hagar Ashbury and us.

What we need are young people with the same ideological magic mushrooms and wearing bell-bottoms, as Joe Clark in lockstep with High School and Dalton Camp.

All true liberal principles have by now been revised out of recognition. We pay by service to them but don't abide by them. Critics, when they describe me, say that "people like her" are talking about selfish, easy individualism when I mention liberalism. But a true liberal always respects a safety net for the disadvantaged. We do put individual liberty at the forefront of the agenda. We do not believe that wages belong primarily to the government to be handed back to the people only after Ottawa has extracted huge whacks to support its endless schemes in exchange for votes. We do not believe that more money is the single answer to improved public services. Indeed if it were, we'd not be getting so much more in Canada for medical services and getting so much less.

### We also believe in:

- Equality before the law. A Liberal government would take the necessary legislative steps to guarantee any Supreme Court decision that goes out of season fishing rights to one group—whether race, women or Eskimos—that could not be by any stretch of imagination be read as a legitimate treaty right. No special privileges for any group—that's equality before the law.

- The strictest freedom for a private medical sector in Canada performing the same services as those covered by medical insurance. Canada has the dubious privilege of being the only country in the world, apart perhaps from North Korea, where this is against the law.

- Deregulation. Tax reform. Facing human rights commission and labour tribunals to abide by proper evidentiary proceedings and an end to kangaroo court powers. Ending the political correctness that has killed off the pursuit of excellence in education and Canadian life. A stop to legislating equality of results through affirmative action or quotas or "goals." You can only legislate equality of opportunity.

It's not wrong to be the best in something. When excellence is given to one—militarism, music, science, academic and, yes, business excellence—we can create the sort of society where the few worthy have the best deal. That's liberalism, and it would be a splendid thing to have a Liberal party that believed in it.



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# The Vancouver Way

The West Coast lifestyle is the prime reason Vancouver tops an exclusive study of health in major Canadian cities

From (left) with Eliza and Whitehorse: "There is a difference here in lifestyle and focus"



By Jennifer Hunter

**Admittedly**, 57-year-old Duff Waddell is a man who embraces excess. Practically every morning he is up at 5:30, pulling on his jogging shorts and gulping a glass of orange juice before heading off for a one-hour run. By 8:15, he is in the small office where he practices real estate law. He and his live partner, Frank Kaplan, own a small condominium near the office where they keep weights and gym equipment, so at lunchtime Waddell heads there to power up his deltoids and triceps. Then it's back to work until 5:00. In the evening, he may go kayaking or hiking or head to a fitness club. "I don't think there's a day goes by when I don't work out," says the divorced father of two grown children. "It's always a fine balance with my job, which I love, but exercise is an essential part of my personality." While Waddell may be extreme in his antics for good muscle mass, he is not all that unusual in fitness-crazed Vancouver, where participation in jogging, skiing, mountain biking or in-line skating seems to be a prerequisite for residence.

The Vancouver way of life appears to be paying huge dividends. In the *McGill Health Report's* first-

ever comparison of the state of health in 17 communities across the country, wholesome Vancouver posts many impressive results. Most significantly, the region officially known as the Vancouver-Richmond Health Board shows the lowest mortality rates from the two biggest killers in Canada—cancer and circulatory disease.

One reason cited by doctors is the city's affluence, due partly to the influx of wealthy Asian immigrants over the past decade. Socioeconomic status is a major indicator for good health. "The richer you are, the healthier you are," says family doctor John Muir. Of course, there are Vancouverites who have never set foot on a jogging path, and neighbourhoods where just getting by has a higher priority than a fitness regime. But the only real blip on Vancouver's picture of health is in the economically depressed Downtown Eastside, where an epidemic of drug use has helped turn Vancouver into the AIDS-death capital of the nation (page 20).

Among the 17 communities in the survey, only one other stands out for its formidable results—particularly among its males: Toronto, widely deemed for a

## INSIDE THE SURVEY

This 15-page edition of the *McGill Health Report* presents the first-ever comprehensive comparison of the status of health of Canadians in specific communities across Canada. As well as documenting the relatively healthy lifestyles of Vancouverites and Torontonians, it points to some alarming hot spots for lethal conditions. Sudbury faces disease,

Quilley City (lung cancer) and Halifax (respiratory disease).

The data came from national indicators collected by Statistics Canada, primarily the most up-to-date mortality statistics at the regional level. Even in 1986. For *McGill's* comparative purposes, ScotCan and the Canadian Institute for Health Information looked over the numbers for the health-care administrative regions based on 17 major communities, from Victoria to

St. John's, Nfld., representing 40.6 per cent of the Canadian population. In every case but Toronto, those regions include neighbouring areas beyond the city boundaries. ScotCan also standardized the numbers to take account of the age and gender differences among these communities' populations. Health-care administrators and other specialists in the field from across Canada agreed on the set of health status indicators outlined in this report as a national

conference that CIBH convened last May.

The mortality rates at the heart of this report may vary from year to year, especially for smaller regions. For that reason, the figures in this issue present a snapshot of the health status successes and hot spots across Canada in 1986. Future editions of the *McGill Health Report* will track community data over subsequent years, offering an increasingly comprehensive portrait of the state of Canadians' health.

## The local school boards offer outdoor camps where kids can go on vigorous hikes and bike rides

Notoriously stressful lifestyle, poses the lowest mortality rates in some key areas—lung cancer (and lung cancer specifically among men), respiratory disease (and respiratory disease among men), and circulatory diseases among men. Toronto's death rates for heart disease and stroke are also relatively low for other causes they are in the mid-range.

A key factor in both regions' successes is an educated, affluent population, says Dr. John Millar, vice-president of the Canadian Institute for Health Information, which gathered some of the information used in this survey. Social and economic determinants play a major role in well-being, and being well-educated—in Vancouverites and Torontoites generally—is "a major driver of better health." While the quality of available medical care makes a difference, adds Millar, the former B.C. provincial health officer, "that's just part of the picture—the other factors are much more important in determining health."

**In the key areas of lung cancer and respiratory disease,** says Millar, anti-tobacco campaigns and Toronto's 1988 ban on workplace smoking "have likely made a difference and helped to reduce mortality." As for the gender differences in Toronto, Millar notes that while national smoking rates for men have come down dramatically in the past 20 years, "a recent disturbing trend is an increase among young women." But he also cautions that trying to measure the health of Canadians on a regional basis "is a complex and difficult business." This Health Report offers a snapshot for the year 1996, says Millar, "but other trends will become clearer as we continue to break our comparative regional data in the years to come."

### Living the healthy life

Of the 17 measured health regions.

**Vancouver/Richmond has the lowest mortality rates for:**

- ✓ All causes combined, for both men and women
- ✓ Breast cancer
- ✓ Circulatory disease

**Toronto has the lowest mortality rates for:**

- ✓ Lung cancer
- ✓ Respiratory disease
- ✓ Circulatory disease among men



Lawson with son Christopher: marathon and athlete

Vancouver marathoner is, indeed, blessed with many attributes that seem to indicate good health. Because marathons are race, joggers and bikers can pursue their sport almost year-round, and children play outdoor soccer through the drizzle of the winter. Most exercise means low risk of circulatory problems or cancer, doctors say. "Smaller show that we are more physically active than other communities," says Dr. John Blatherwick, Vancouver/Richmond's medical health officer. "It's easier to be outside. Here, you only have to put on a raincoat in the winter. Everywhere else you have to bundle up." The downside to the temperate climate, Vancouver winter rains, which can induce depression among some residents. "We start to see patients in November," says Miel, "and it runs through until the daffodils come up."

But ocean breezes and the lack of major industry in the region keep the air fresh, and the tap water contains few additives. "The water here is useful that comes from the mountains, goes into the reservoir, and then right into the system," Blatherwick notes. "We don't have to add a lot of chlorine to it and so we don't have to worry about carcinogenic byproducts, which are not to cause bowel cancer."

The low death rates for cancer and heart disease are linked to other characteristics of British Columbia in general. "We have the country's lowest smoking rates and the lowest rates of obesity," says Barbara Kaminaky, chief executive officer of the

B.C.-Yukon division of the Canadian Cancer Society. The B.C. smoking rate (24 per cent of the population 12 and over) is only marginally better than Ontario's. But both compare favourably to the highest smoking incidence—32 per cent in Quebec (page 20). Since smoking is responsible for one-third of all cancer deaths, Vancouver's three-year-old ban on puffing in public places should continue to improve cancer rates, health officials say. There is also a widespread mammography program to detect breast cancer, offered even to women in their 40s, compared with most programs which start screening at 50.

**Other factors** contribute to provide positive incentives to Vancouverites. Stanley Park and Pacific Spirit Park near the University of British Columbia are crisscrossed by bicycle and walking paths. "You're hard-pressed to find people here who don't exercise," says Katherine Lawson, a 34-year-old full-time mother who runs marathons and teaches aerobics. "People here would rather be outside, even if it's raining." Each of Vancouver's 29 neighbourhoods has its own community centre. And the nearby ocean beckons to Wind-surfers and swimmers.

Cardiologist Ian Pratt, 47, who regularly trikes down to Jericho Beach to swim in the ocean with his 14-year-old daughter, Hana, practices what he preaches to his patients about diet and exercise. "It would be hard if I was 240 lbs and I was telling them to cut down on their fat and low weight," he jokes. Vancouver Pratt also, including tennis Sandy Whitcomb, 42, Julie 17, Daniel, 10, and Isaac, 7, are models of good health. Daniel excels at football by participating in children's marathons. Whitcomb, an expert skier, also jogs. The family often hikes through the mountains together or goes on bike rides through Pacific Spirit Park.

"When I worked in Eastern Canada people would always ask me 'What do you do?'," recalls Ian. "Here people say: 'What do you like to do?'" There is a difference here in lifestyle and focus.

Even local politicians each seem to avoid the Vancouver penchant for exercise. Last August, B.C. Liberal Leader and former Vancouver mayor Gordon Campbell, his wife, Nancy, 46, and 51, son Geoffrey, 23, and Nicholas, 20, climbed the 5,095-m Mount Kilimanjaro, on

## On the mean streets

Vancouver's Gastown Medical Clinic is located at 50 Blood Alley, on the cusp of the despair that is the city's Downtown Eastside. There are no magazines or pot-plants in the waiting rooms and the walls are bare, save for snapshots of individuals and groups of smiling people. They are patients of Dr. Stanley de Vriening, the clinic's doctor, and all are receiving drug therapy. "The photos are meant to show the others in the waiting room an example of people who are doing well," says de Vriening. Among the Gastown doctor's patients are 160 heroin and cocaine addicts who have tested positive for HIV, the virus that causes AIDS. "Most of my patients have been HIV-positive for three to five

due from 1986, the most recent year for comparable data at a community level and a time when the new drugs were just beginning to become available.

At elsewhere, gay men make up Vancouver's largest group of HIV/AIDS victims. But the city is also typical in finding increasing numbers of cases among women, including workers at the city's sex trade, and injection drug users. A special problem for Vancouver is the tendency of its cocaine addicts to inject, rather than inhale, their drug of choice. They may need up to 20 times a day to stay high, which can increase needle sharing—and the risk of infection.

Still, following another nationwide trend, the rate of new HIV infections has declined in Vancouver during the past year. "It's the saturation effect," says Dr. Michael C'Y Shuangshuang, director of British Columbia's Centre for Excellence in HIV/AIDS. "The epidemic has slowed down probably because the highest-risk people have already been affected. People at risk two years ago now have the disease."

But paradoxically, the success of the new AIDS drugs may be encouraging some new infections by killing young gay men who inject unprotected sex. As a result, says John Ahl Cheng, president for Aids Community Care. Montreal, infections in that city may have begun to increase again. "It's not a definite trend yet," says Cheng. "But some young men may not realize that unprotected sex can still cause you to get sick and die."

As the battle continues, de Vriening has more help. Until last year, he was on his own in his Gastown clinic. Now, with new funding from the Vancouver/Richmond Health Board, he works with two additional consultants, and an infectious diseases expert makes regular visits. This even with increased resources, de Vriening says the problems will take many years to overcome.

Jennifer Hunter with Mark Nichol in Toronto



The Downtown Eastside risk of infection

years," says de Vriening. "Now, they are getting sick at a population and are becoming to opportunistic infections such as tuberculosis."

De Vriening's patients are part of a grim picture emerging from Vancouver. Data compiled from 17 major cities and regions by Statistics Canada and the Canadian Institute for Health Information show Vancouver/Richmond with the country's highest rate of deaths from AIDS, 19 deaths per 100,000 population is significantly higher than in the country's other AIDS hot spots, Montreal (14) and Toronto (11). Since the introduction of powerful new drugs for years ago, AIDS deaths have been declining. The mortality statistics used in this Health Report



the Kenya-Tanzania border, to raise money for the Alzheimer Society of British Columbia. To train, Campbell lost 120 lb, and took on the rigorous Grouse Grind, an 855-m ascent up Grouse Mountain, once a week. Nancy Campbell increased her half-hour daily run to one hour and accompanied her husband on various mountain walks. They've become keen hikers ever since. "Here, you can climb a different mountain every week," enthuses Campbell.

Therese's bonds in Vancouver-Richmond also the healthy lifestyle by offering outdoor camps on the Gulf Islands where kids from

Grade 5 and up can go on vigorous hikes and bike rides. And the concern for children's health extends to the university level. The University of British Columbia was the first Canadian post-secondary institution to establish a preceptor in sports medicine in the late 1970s, headed by doctors Doug Clement and Jack Tuzi. "Doctors began to recognize that exercise



*Widdell on Vancouver's English Bay. "I realized I didn't want to work those long hours"*

holding up on sleep and eating fresh fish and chicken. That's common among Vancouverites, notes Mall. He thinks his patients generally eat better than people in Eastern Canada. "More vegetables, fewer meats," he says. "The so-called 'West Coast diet' probably does mean something." Debra Boyle, president of Pro Organic Marketing Inc., which wholesales fresh organic produce across Canada, agrees. "I don't know whether people are more fire-spurred here or open to change, but they are interested in eating better," Boyle says. She notes there are at least 20 companies in the Lower Mainland of British Columbia that deliver organic fruits and vegetables to your door, compared with three in Toronto. "Population-wise, Toronto is much bigger," Boyle says, "and we expect that's where our major business will be in the future. But here, in Vancouver, there's more awareness now about natural foods."

And about the value of leisure time. Statistics Canada numbers show B.C. workers paid by the hour spend 29 hours a week on the job, compared with the national average of 31.3. "People here tend to enjoy life, sometimes at the expense of their jobs," says Clement. "We're not a head-office city. We're a playground." A case in point: Duff Widdell left a job at a big downtown law firm 20 years ago so he would have more time to pursue athletic interests. "I realized I didn't want to work those long hours," he says. The payoff? Aside from the fact that he rarely takes a sick day off work, Widdell looks at least a decade younger than his 57 years. He clearly embodies a spin on the old adage that all work and no play would make Vancouver a very dull, and certainly less healthy, place to be. ■

## At least 20 companies in the Vancouver area deliver organically grown fruit and vegetables to the door, compared with three in Toronto

had an effect on health," says Clement. "And we've seen the adoption of this with great enthusiasm in Vancouver."

Clement, Tuzi and others at UBC's sports medicine clinic also started a series of community runs. The biggest is the Vancouver Sun Run, founded in 1984, which drew more than 48,000 participants last year—the third largest 10-km race in the world. Now 66, Clement still runs it yearly, and despite a debilitating stroke in 1998 was able to finish this year's race in 55 minutes, only four minutes more than his pre-stroke time. There is even a contingent of participants over the age of 80, including Eleanor Crow-Spy, 85. She joined the run in the mid-1980s at the urging of her two sons, after the death of her first husband and the diagnosis that she had high blood pressure. Each year, by power-walking and jogging, she has managed to beat her own best, finishing last year's race in one hour and 27 minutes, a minute faster than the year before. "I've been first in my age category for the past six years," boasts Crow-Spy, with good reason. "I've even been faster than many 65-year-olds."

Crow-Spy says she is very conscious about what she eats,



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Frenette (right)  
and friend at a  
casual venue  
frustrate efforts to  
reduce tobacco use

## Quebec and the high cost of smoking

By Brenda Brannwell

In the waning light of a brisk October evening in Quebec City, parties flock to a bar in a purple neighbourhood near the Plains of Abraham. Inside, Sarah McLaughlin's sensual voice spills out of the sound system. As Quebec's version of happy hour—only it isn't—pushes its way, a house of smoke thickens over the tables. At the bar, Jocelyn Frenette hauls systematically on a cigarette while chatting with a friend. Frenette, 47, began smoking at a 26-year-old. A pack-a-day smoker, he says it's a habit rather than something he particularly enjoys. He quit twice—once for three years and another time for 18 months—but relapsed during periods of stress. Even his mother's diagnosis with lung cancer hasn't dissuaded Frenette, a shipping manager. Nor does he worry

about his health. "I've known people who died who had cancer," says Frenette, "and they'd never smoked in their life."

That confuses officials, still common in Quebec, frustrates the efforts of health officials to make a dent in the highest smoking rate—and lung cancer mortality rate—among all the provinces. Data prepared by Statistics Canada and the Canadian Institute for Health Information for this edition of the *Maclean's* Health Report show the Quebec City region's overall death rate for cancer in 1996 is the highest among 17 major metropolitan areas. The region around the Quebec capital ranks out for its dismal lung and colorectal cancer death rates—and mortality rates among its men. In males, again, from cancer at higher rates than anywhere else. Specifically, their death rate from lung cancer at 95.1 per 100,000 population, compares with a national number of 67.5. Second worst are Montreal's

men, dying of lung cancer at a rate of 81.5 per 100,000.

While not the nation's worst, the cancer mortality rates for women in the two Quebec regions are above average. And Montreal in general fare only slightly better than Quebec City residents, posting the fourth-highest overall cancer death rates. The disheartening statistics come at no surprise to provincial health officials. Last year, Quebec's health ministry published a strategy document showing that as early as 1991, the province's cancer mortality rate was the highest in Canada and above that in 15 other industrialized countries. And a Statistics Canada study released last year showed Quebec men had the leading cancer death rate among the provinces between 1991 to 1993, largely attributed to lung cancer.

Unlike many jurisdictions where smokers have been chased out of public places, Quebecers still practice the habit without shame. Cigarette smoke is hard to avoid in shopping malls, cafes, many offices and occasionally even on the sidewalks leading out of Montreal's smoke-free areas. But, finally, life is about to get more difficult for Quebec's puffin. Regulations that take effect in December will restrict smoking in public places and the workplace. The law's passage last year closely followed the government's announcement of a new plan for a more co-ordinated fight against cancer.

In the suburban grey stone building that houses Quebec City's public health department, Dr. Guy Roy cautions against reacting too much into annual mortality rates that will fluctuate from year to year. Still, the department co-ordinator concedes that cancer rates are a challenge for the region—and the province. "The problem," says Roy, "is essentially one of smoking." At Quebec's ministry of health, Dr. Luc Deschênes, director general of medical and university affairs, joins the problem in perspective. If lung cancer is dismissed from Quebec's numbers, he says, "the mortality rate for the other types of cancers is about the same as the rest of Canada." Roy notes that the province is now seeing the toll from smoking habits dating back 15 to 30 years.

Health officials attribute at least 85 per cent of lung cancer cases and roughly 30 per cent of all cancer deaths to smoking. Tobacco use is also linked to an estimated 30 per cent of cardiac deaths and other respiratory deaths. That statistical trail leads straight to Quebec City and Montreal, which also posted the two highest death rates for bronchitis, emphysema and asthma in the *Maclean's* survey.

Among Canadians, Quebecers' attachment to smoking is rivaled only in some Atlantic provinces: Quebec and Prince Edward Island lead the pack, with the greatest percentage of smokers—32 per cent of the population aged 12 and over—followed closely by Newfoundland and Nova Scotia. (New Brunswick matches the national average with 28 per cent of its population considered smokers.) Among Quebec health advocates, theories about the causes of the high rate abound. Some touch on cultural characteristics emerging from Quebec's Latin nature: a view of smoking as more of a recreational activity. Some note that three out of Canada's four tobacco companies are based in the province. Anti-smoking activist Louis Gosselin says one study shows far more francophones across Canada smoke than their anglophone counterparts: an average 36 per cent compared with 26 per cent. "Francophones want to smoke younger, they smoke more cigarettes in a day and they smoke stronger, more damaging cigarettes," says Gosselin, adding that more research is needed to understand why.

Smokers like Frenette say they resist more indignation from non-smokers. A health-like activist needs his offer for a ride atop discouraging he smoked, he says, but no one has ever asked him to quit. "Non-smokers really breathe," says Frenette matter-of-factly. "There's still tolerance." And, in fact, *Maclean's* annual year-end polls consistently rank Quebecers as the most tolerant Canadians, willing to accept behaviour in others even if they disapprove of it in themselves. Dr. Mary Delfield, a Quebec City family physician and the medical director of Laval Hospital's smoking cessation clinic, believes attitudes among Quebec's non-smokers differ sharply from elsewhere in North America. "People tend to be more tolerant here more so than in the U.S.," says Delfield. "The non-smoker's rights are beginning to take precedence, but it's

### LETHAL CANCER

Deaths from all types of cancer, per 100,000 population in health regions\* in 1996

|                |      |
|----------------|------|
| 1. Quebec City | 95.1 |
| 2. Montreal    | 81.5 |
| 3. Vancouver   | 67.5 |
| 4. Toronto     | 67.5 |
| 5. Winnipeg    | 67.5 |
| 6. St. John's  | 67.5 |
| 7. Halifax     | 67.5 |
| 8. Ottawa      | 67.5 |
| 9. Edmonton    | 67.5 |
| 10. Regina     | 67.5 |
| 11. Calgary    | 67.5 |
| 12. Vancouver  | 67.5 |
| 13. Toronto    | 67.5 |
| 14. Winnipeg   | 67.5 |
| 15. St. John's | 67.5 |
| 16. Halifax    | 67.5 |
| 17. Vancouver  | 67.5 |

\*In all cases except Toronto, health regions referred to in this report include areas outside the city

Photo: Andrew Gosselin

slow. "We're 10 years behind British Columbia and California."

One cancer advocacy group says government messages often fall on deaf ears. "Quebecers don't really listen," says Nicole Mammé, spokesman for the Québec branch of the Canadian Cancer Society. "The mentality among smokers is, 'We all have to do something.' But often say the problem is that they attempt to address the smoking issue so far have been ineffective. 'Research will tell you they have a no-smoking action,'" says Dr. Richard Margolin, director of oncology at Montreal's Jewish General Hospital and professor of surgery at McGill University. "But this just means that while a non-smoking, 'Take It is smoking.'"

Anti-smoking advocates find comfort in the new legislation, which provides fines for smoking in the workplace or public areas, and restricts tobacco company sponsorship of sporting and cultural events. Dr. Marcel Boivin, president of a provincial smoking prevention group, is impressed by the cultural change that the law represents. "It won't take long up that Quebec has a premier who was a veritable chimney," says Boivin, referring to the late René Lévesque, a chain-smoker whose Parti Québécois govern-



Lévesque with his ever-present cigarette: a cultural change

specifically to a cancer program, Quebec has integrated cancer within its total health-care program. "I guess the key is not in which is the better approach," says Dr. Norman Whyte, director of medical affairs and cancer control with the National Cancer Institute of Canada and the Canadian Cancer Society. The province lagged behind others by several years in setting up a formal breast cancer screening program only last June.

While insisting that Quebecers receive very good cancer treatment, Deschênes concedes cancer control starts with the promotion of good health habits. "And this," he says, "is probably lacking in our province." But Quebec is already implementing a new approach to cancer, beefing up facilities in communities and building a team approach to the disease—from cancer prevention right through to palliative care.

Even so, that strategy goes into effect, Quebec faces a serious crunch on the treatment front. In June, it began sending patients to the United States for radiation therapy because of limited waiting lists due to staff and equipment shortages. The situation isn't improving, according to Dr. Gordon Freeman, chief of radio-oncology at the McGill University Health Centre. "There are hundreds of patients waiting between four and eight weeks and these are patients that should not be waiting," Freeman stresses. A wait of six to eight weeks for patients with brain tumors, lymphomas, and head and neck cancer is "not that uncommon," he says. "I think the situation is very critical."

While that treatment constraint drags on, other health officials will focus their efforts on lung cancer and smoking. Some people have gotten the message. At the Québec City bus, retired justice of the peace Denis Derron, 56, smokes not a few stoukier but abstains. He vividly remembers how grueling a task it was to quit his three-pack-a-day smoking habit in the mid-1980s. "I was agonizing, I was it," says Derron, who reached out to win for needed help to get through the process. Recently, while at a doctor's office, he noticed a poster offering help to smokers wanting to quit. "I thought it was good that doctors at hospitals can help those who want to stop," he says. But for health officials eager to slash cancer deaths, reaching smokers disinclined to quit one of the most daunting challenges. ■

# The battlefront

In the war against cancer, the good news is that death rates for some types are declining

In a demonstration of how not to treat breast cancer, a woman visits her family doctor, who spots warning signals and sends her to a surgeon. After diagnosing cancer, the surgeon removes one breast. She makes a good recovery and returns to her family physician—who recommends no further treatment. As a result, the patient probably never learns of the range of therapies that could prevent her cancer from recurring—and eventually killing her. What went wrong in the hypothetical case, says Dr. Leonard Rayne, head of medical oncology at Halifax's Queen Elizabeth II Health Science Centre, was that the patient was never referred to a specialist to discuss follow-up treatment. Now, Rayne is deeply involved in efforts aimed at improving detection and treatment of cancer in the Halifax area. One goal, he says, is to "make sure every patient who has the disease is referred to a cancer expert because, for reasons we don't understand, family physicians are not always doing this."

In the war against cancer, the good news for Canada is that for some types of the disease—including breast and colorectal cancer—mortality rates are gradually declining. But this year, an estimated 63,400 Canadians will die of the disease, more than a 20-per-cent increase in a decade. This year, the four deadliest cancers—lung, breast, prostate and colorectal—will take more than 33,000 lives. And some parts of the country have better track records than others in combating the disease. According to Statistics Canada data generated for the Memorial Health Report, the Halifax region had 40.8 breast cancer deaths per 100,000 population in 1996. The statistic helped boost the semi-annual mortality rate among women to 215 per 100,000—the nation's highest.

Thanks to British Columbia's provincewide breast cancer screening program and cancer treatment guidelines, the Vancouver area has the lowest mortality rates in breast cancer and in colon cancer among women. Now, says Rayne, efforts are under way in Nova Scotia to emulate British Columbia's success. "The province," adds Rayne, "can learn from each other."

Even with a declining mortality rate, another frequently fatal disease—colorectal cancer—is expected to kill 6,300 Canadians this year. According to the 1996 data, the Québec City and Montreal regions had the nation's highest colorectal mortality rates—50.7 and 26.4, respectively—and Rayne the lowest, at 11.5 per 100,000. A disease that can often be cured if detected in an early stage, colorectal cancer cases frequently strike older people and can be triggered by genetic factors. Many speculate between eating habits can also play an important role, with recent studies showing that the disease most frequently strikes those whose diets are high in fat content—and low in fruit and vegetables.



Rayne with patients: 'Prevention can learn from each other'

Prostate cancer—the frequently fatal disease of the well-to-do male organ that secretes a liquid in which sperm is carried—is another kind of cancer for which mortality rates have at least flattened out if not declined. According to the Health Report data, London, Ont., had the highest 1996 mortality rate for the disease—at 29.6 per 100,000—and St. John's, Nfld., the lowest, at only 14.7.

In attempts to lower the prostate cancer death rate, community-based PSA blood tests, which can detect early signs of the disease. Early detection, say critics like Stratford, Ont., family physician Kenneth Marshall, may persuade men to undergo surgery that can "erase uncertainty and erigence without any guarantee that the cancer is gone." Some experts estimate that prostate treatment is often inappropriate for a cancer that can be so slow-growing many afflicted men will die of other causes before it becomes life-threatening. Other physicians vigorously defend PSA testing. "It has helped detect a lot of cancers at an early stage when they can be cured," says Dr. Joseph Chia, a London urologist who specializes in prostate cancer. When even the experts can't agree, the road to reducing cancer deaths is far from clear.

Mark Nichol

## Preventing young people from taking up the smoking habit is the biggest challenge facing public health authorities

ment was in power from 1976 to 1985. "Now, we have a national assembly that votes unanimously in favour of a law that could almost be considered anti-quebec. It just goes to show how far we've come."

There's still a lot of ground to cover. Roy and his colleagues at Québec City believe the sharp increase across the country this decade in smoking among young people, especially among girls. Preventing young people from taking up the habit, says Roy, is "the No. 1 challenge in public health." In his family practice in Québec City, Deschênes believes the number of young women smokers among her patients. "So many of them say, 'I don't smoke any more, only half a pack a day,'" says Deschênes. "They just want to deny the experience of it. I find that discouraging and it doesn't stop a thing."

But while lung cancer drives the bulk of concern over cancer mortality rates, Québec has other challenges as well. Colorectal cancer appears to be a problem—Québec City, followed by Montreal, posted the highest death rates from that cause in the 17 communities. While there is no definitive explanation, genetics and dietary factors may play a role, according to the doctors at Québec City's public health department. While Québecers diet historically has been rich in animal fat, Roy maintains that eating habits have improved. "Fortunately, it's less bad," says Roy with a laugh. "But it's obvious there are still parts to be made on our level."

Québec, meanwhile, has taken its own unique approach to the disease. While other provinces have dedicated resources

The Health Report's figures, collected and broken down by Statistics Canada and the Canadian Institute for Health Information, bear him out: At 14.7 per 100,000 population, the district's suicide rate is above the na-

In his busy practice, Bagheri sees many patients who have developed heart disease through lifestyle choices—fatty diets, sedentary habits or smoking. He is also encountering a startling number of younger patients between the ages of 40 and 50. Many of them display symptoms of atherosclerosis, a hardening and blockage of the arteries due to a buildup of

The geographic breakdown which puts 375 on the short list (the Nickel Mine and the adjoining uranium and oilfield facilities all dominate the city's skyline) shows that Suburbia is now home to easy mineral riches, replacing high-tech industries, a university, regional health facilities and extensive shopping and entertainment services. And contrary to its popular image, it is a green city, thanks to the three million trees planted through a reforestation program launched in the mid-1970s. "This used to be a mining community where men worked hard and lived hard," says Gordon. "In quiet confidence that, with the effort we are now putting into health preservation, if you look at people here in 20 or 30 years you won't find the same rate of cardiovascular disease, or cancer." Maybe, but the hope that sustains a goal. The policy is much grayer.

**HEART  
ATTACK  
HOT SPOT  
SUDBURY**

**Lifestyle is only one factor** in the high mortality rate from heart disease in Sault Ste. Marie and the surrounding district. Health-care professionals state that their region suffers from a lack of resources. The Sault Ste. Marie, on the far, northern lake is a comparison of health-care services available in 163 regional communities across Canada, published last June in a *Medical Health Report*. Many of the outlying communities do not have enough general practitioners—residents of Koflo land Lake (population 9,300) learned recently that they are about to lose the only physician in their community who delivers babies. And Sault Ste. Marie itself has a shortage of obstetricians.

| Canada          | 257.5 |
|-----------------|-------|
| 10. Shreveport  | 254.2 |
| 11. Montreal    | 253.7 |
| 12. Kansas City | 254.3 |
| 13. Saskatoon   | 248.5 |
| 14. Halifax     | 243.5 |
| 15. Victoria    | 238.3 |
| 16. Toronto     | 227.4 |
| 17. Vancouver   | 224.1 |

Who would have thought the worst respiratory problems were in centres on the East Coast?

By John DeMaat

Hector Archibald was out walking the dog near his home in Dartmouth, N.S., one day in 1984 when he noticed something was wrong. The uphill grade that used to be so easy left him winded by the time he hit the top. A few days later, he found he had to stop partway up the hill to catch his breath. When the second navy lieutenant, then 57, could no longer make it to the car, it was time to see a doctor. The diagnosis made his heart sink: emphysema, an essentially incurable respiratory disease that kills lung tissue and cuts off breathing. "It was hard to hear," recalls Archibald, who had quit smoking 17 years earlier. "I kind of being busy." Now 72, his condition has



Archibald with his wife, Joyce, and dog Sasha. Left changed when emphysema struck at age 57

## When breathing becomes a chore

worsened to the point where he has to breathe oxygen from a canister 24 hours a day. Going for a walk has been out of the question for the past four years. "Everyday," says Archibald, sitting in the hospital bed he has to avoid going up and down stairs. "It just so hard for me now."

And so it is for huge numbers of his fellow Maritimers, according to a comparison of the health of smokers in 17 major centres. The survey, based on 1996 data from Statistics Canada and the Canadian Institute for Health Information, shows that people are most likely to die of respiratory disease in Nova Scotia's Central Regional Health Board region—covering Halifax and much of the midland—then anywhere else in the country. The region's rates are particularly badly off, dying of respiratory causes at a rate of 98.3 per 100,000 population, strikingly higher than the national rate of 70.1. "Women in the central region die of the same disease at a rate of 67.3 per 100,000, well above the national rate of 59, but lower than the 72.4 recorded in neighbouring New Brunswick Region 3 Hospital area, incorporating Fredericton and a large rural area."

Deaths from heart and lung disease in Nova Scotia's biggest hospital, the Queen Elizabeth II are also in Halifax, adds the statistics "alarmingly." It's CIBH vice-president Dr. John Mil-

lar, whose organization gathers and analyzes health statistics, they could face at even deeper problems. "In general," he stresses, "if people are susceptible to one type of disease, it means major questions about their underlying ability to stay healthy and fight off others."

"Who would have suspected Nova Scotia and New Brunswick is hot spots for respiratory disease? After all, they look nothing like the smoggy, heavy-industry centres normally associated with the problem. But a few danger signs have been flashing. The incidence of asthma, in particular, appears to be on the rise in Nova Scotia. And just last year, Environment Canada launched a joint forecasting program in Fredericton, Moncton and Saint John, N.B. The concern was that New Brunswickers could be inhaling air fouled by electricity transmission plants and the exhaust from motor vehicles—possible sources of a number of respiratory ailments."

But experts are also to explain the mortality figures, broken out at the community level for the first time for this survey. A look at the important non-medical factors that help determine health's priorities seems clear. New Brunswickers, followed closely by Nova Scotians, are the most seriously overweight people in Canada. As a group, residents of the Atlantic region exercise less than other Canadians. Newfoundlanders

lead the national numbers in heavy drinking, with Nova Scotia close behind. Those factors, say doctors and researchers, can contribute to the high rates of arthritis, diabetes, circulatory disease, chronic pain and other ailments plaguing the region.

But when it comes to chronic respiratory diseases like heart disease and emphysema, however, one factor stands out among all others: smoking. The Atlantic provinces all have smoking rates 10 or above the national average of 28 per cent of the population 12 or older—peaking at 32 per cent in Prince Edward Island. But, as across

Canada, the rate is frighteningly high among young people. "Smoking is the major cause of death in this country," says Dr. Jeff Scott, Nova Scotia's medical officer. "The sad thing is that it is so preventable."

There is no wonder doctors in Nova Scotia and New Brunswick are anxious for governments to attack the behaviour most consistently associated with all these diseases. Along with an extensive public education program, New Brunswick has banned the sale of tobacco to teenagers. It is also setting up "sting" operations to try to catch—and prosecute—those smokers who sell cigarettes to underage youths. Although municipalities in some parts of the country have banned smoking in public places and the workplace for several years, New Brunswickers have not taken that step. But last week, a poll conducted by Ottawabased Elton Research Associates reported that two-thirds of New Brunswickers would support smoking bylaws to restrict smoking in their communities.

In Nova Scotia, Premier John Hannon, a former physician, promised during the July provincial election campaign to do-

more part of provincial tobacco tax revenues to reducing the province's smoking rates. But real progress can still be hard to achieve, as the local level, legislation to ban smoking in public places has been stalled before a Halifax municipal council committee that includes business advocates worried about what such a move would mean to local restaurants, bars and stores.

But smoking itself does not come near to explaining the risk of respiratory deaths in the region. Nova Scotia's central region has the third-worst record in the country, behind Hamilton and Vancouver/Victoria, when it comes to death from pneumonia and influenza—illnesses not normally linked closely to tobacco use. That is even though Nova Scotia offers free vaccination programs for high-risk regions. And despite its dismal overall respiratory data, the Halifax region actually posts the lowest death rate in the category of bronchitis, emphysema and asthma—conditions more closely associated with smoking.

One underlying cause of the surprising data could be a particularly virulent influenza strain that hit the province in 1996—the year on which the survey is based. Moreover, regional numbers are based to fluctuate considerably from year to year. Tracking data over the years to come will inevitably even out some discrepancies. Meanwhile, QEII's Bower says he has "no explanation" for the high mortality rates.

He and other health-care professionals say respiratory disease suffers are receiving high-quality care in the Maritimes. New Brunswick's Hopson 3 Hospital Corp. has one full-time respirologist, at the Dr. Everett Chalmers Hospital in Fredericton, while the central regional health board in Nova Scotia has eight, all at QEII. This is hardly a surplus of resources, a specialist in Halifax on a non-emergency matter may have to wait as long as six months.

But Bower and his colleagues say they can still offer patients the best care techniques and treatments. Hector Archibald can vouch for that. More than two years ago, he underwent a "lung reduction" procedure in which damaged sections were removed in the hope of improving his breathing. "But it did nothing for me," he says. "I still got worse and all the time." For sufferers of debilitating respiratory ailments, life is hard—no matter where they call home. ■

RESPIRATORY DISEASE  
HOT SPOT  
HALIFAX

### DYING BREATH

Deaths from pneumonia, flu, bronchitis, emphysema, asthma and all other respiratory diseases, per 100,000 population in health regions in 1996

|                  |             |
|------------------|-------------|
| 1. Antigonish    | 62.2        |
| 2. Fredericton   | 72.3        |
| 3. Sydney        | 76.3        |
| 4. St. John's    | 78.4        |
| 5. Moncton       | 81.8        |
| 6. Miramichi     | 83.1        |
| 7. Halifax       | 98.3        |
| 8. Charlottetown | 98.3        |
| <b>Canada</b>    | <b>70.1</b> |
| 9. Winnipeg      | 55.2        |
| 10. Vancouver    | 63          |
| 11. Victoria     | 68.2        |
| 12. Montreal     | 69.1        |
| 13. Saskatoon    | 61.2        |
| 14. St. John's   | 67.2        |
| 15. Toronto      | 58.5        |

Source: Statistics Canada



# A new direction: 'The wellness agenda'

When he became health minister in June, 1997, Allan Rock confronted a system reeling from the funding cutbacks and painful restructuring programs of the mid-1990s. With funding restored and the disruptions almost a thing of the past, he set his sights on turning some of his focus away from treating the ill to promoting health. Rock, a fit-looking 52-year-old who runs five kilometers or more daily, picked up a unpaid sabbatical job as he talked last week in his Ottawa office with *Maclean's* Associate Managing Editor Robert Marshall and *Ontario Editor Bruce Wallace*.

**Maclean's:** *The Minister's Health Report shows some alarming "hot spots" for lethal diseases in Canada. Is it too much to expect a co-ordinated health-care system to eliminate such huge regional differences in mortality rates?*

**Rock:** First of all, we have to find out more about why those disparities exist and why sometimes there are clusters of illnesses or disorders. We don't fully understand why, whether they're environmental or social or genetic. But there are correlations between health overall and social and economic factors and I think those correlations cannot be ignored. Are you educated? Do you have a fulfilling job? Do you have economic security? Correlate that with outcomes in terms of heart disease, cancer and other health problems. That's got to be part of it. We could also say the smoking rates are higher in this part of the country and therefore the cancer rate is higher, or we might say that the quality of the air affects outcomes, but I think it's an area that requires a lot more work.

**Maclean's:** *The \$80 billion we are now spending each year on health care makes our system among the most expensive, per capita, in the world. How can we transfer some of that spending from treatment to a cheaper, more effective approach: prevention?*

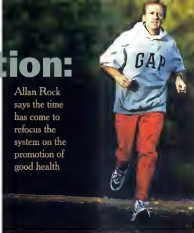
**Rock:** For the first couple of years I was minister, my main preoccupation was on the medicine system, on health care

itself. But I've started talking about wellness in recent months. This summer when I spoke to the Canadian Medical Association, sort of an annual command performance for a health minister, I drew attention to the wellness agenda for the first time and said I'll be focusing on it more and more. And I've done the same in policy work in the department. After all, I'm the minister of health, not the minister of fitness. But by putting together a wellness agenda and encouraging prevention of illness and promotion of health, I'm not talking about taking money from health care and diverting it to health promotion, because God knows, the money that's in health care is needed there. But I do think one of the answers to the long-term sustainability of the health-care system is to reduce the demand on it and thereby control costs by encouraging healthier lifestyles and a healthy population.

**Maclean's:** *But surely that requires some spending.*

**Rock:** Well, some of it is not spending. Does it involve government spending to get people to be more active or to be more careful about their diets? I think getting to better health involves responsibility as a number of levels—personal responsibility, making decisions about our own lifestyle and habits, community responsibility, provincial and federal responsibilities. Some of it's money, some

Allan Rock says the time has come to refocus the system on the promotion of good health



of it's not. And maybe it is new spending, but what I want to stress is I'm not suggesting taking money from where it's needed in health care and diverting it into prevention.

**Maclean's:** *In February of last year, you told Maclean's you hoped a universal approach to home and community care would be in place across the country within 18 months. How are 20 months later? What has become of that home-care initiative?*

**Rock:** It's very much alive. In September of last year, the provincial ministers agreed that home and community care was one of our key priorities. In the meantime, we've had the social union, a framework agreement that talks about governments collaborating on these regional objectives. And last month in Charlottetown, the health ministers agreed to intensify our work on this, so it's very much alive. We have to have agreement between the federal and provincial governments. That's worked out fairly by hand work and that's what we're engaged in.

**Maclean's:** *Where do you fall on the current debate about whether Canada needs more doctors or should make better use of its existing resources?*

**Rock:** It's important to talk about care given generally, not just doctors, because we're short of nurses and other health-care providers as well. The main agreement in Charlottetown that part of the answer has to be to look at interdisciplinary teams to deliver primary care, different methods of paying health-care providers than fee-for-service, and trying to accelerate changes in delivering primary care that will in itself have an impact on how many doctors, how many nurses you need. We're talking about developing a common approach by early in the new year, and it may be that in the last analysis we decide, the provinces decide, to increase enrollment in medical schools. It's up to them, not me.

**Maclean's:** *How do we stop so many of our best-trained people from leaving the country?*

**Rock:** One of the things that has been

*The minister on his daily run: I think there's a real danger in talking about health care as a commodity on the open market*

from and came in my portfolio and will continue to be an investment in research. I'm going to table legislation within a month or so that will create the Canadian Institute of Health Research. We're doubling the amount of money we're spending on health research over the next two years. The institutes will co-ordinate research, not just biomedical, which the Medical Research Council funds now, but across the spectrum—biomedical, clinical, research into health services and also determinants of health, which goes back to your point about wellness—what makes some people well and others not. We are going to transform the way health research is conducted in Canada and, I believe, make it a more attractive place for all health-care providers to work.

**Maclean's:** *With the provinces charged with administering the health-care system, what kind of lever does Ottawa have to maintain national standards?*

**Rock:** One answer is the Health Transition Fund, the \$150 million we set aside 2½ years ago. We identified four key areas: primary-care reform, integration of services, home care and pharmacare. We didn't spend a single dollar until a province developed a demonstration project as a new way of doing things that it wanted to fund with this money, and then we injected the money. It may be a community health centre in British Columbia, an integrated practice using electronic communications in Nova Scotia, a home-care project in Saskatchewan, but the lessons from each of those we're shared with the rest of the country. That's one way we could have more information, but there are others. And, of course, we have the power to withhold money if there's a breach of the Canada Health Act's guarantee of universal and accessible health care, but we're not speaking in those terms and that has not been necessary in recent years. Ministers from across the country say they want federal leadership or roles like maintaining our health-care system by making it more integrated. And I think the leverage we have is a common political will to make sure we keep one of the

greatest assets this country has ever known, which is our health-care system. *Maclean's:* *Given the financial pressures and the precarity of the American system, how can you avoid it not inevitable that the universal health-care system will break down in favour of a two-tier approach?*

**Rock:** Because I think the case for maintaining the one-tier system and fixing its problems is stronger. I don't deny for a moment the problems. We've all had the experience, I had it last summer, of sitting in the emergency room for four or five hours worrying about whether the service is going to be there. Some people say we could take the pressure off by letting those of us who can afford it have access to care we can purchase. Well, that's a false argument. I've spoken to ministers from countries where there are the two systems, and I'm almost always cautioned against it. They say, you will lose your best and brightest, not to another country but to a private system. And those of us who may not be able to afford a private system won't have access to some of the leading practitioners, whether they're doctors or nurses. You know England has a private parallel health-care system and yet the waiting lists in the public system are still extremely serious, if anything, worse than Canada. They also point out that because it's for profit, a private parallel system will focus on the high volume, simple, repetitive sort of procedures where they can make a profit. But to soon as there's a complication, you know where that can go—right back into the public system and you end up with the public subsidizing the private.

**Maclean's:** *Still, it seems it would seem more fair to open up the system to the private but a variety of options.*

**Rock:** Well, I think what is fair is universal access to quality care without cost for medically necessary services, that's what I think is fair. I think there's real danger in talking about health care as a commodity on the open market the way you would the sale of clothes or a car. The free-market analogy is very imperfect when applied to health care. It's a different dynamic. ■



*Stewart: a new emphasis on helping two-income families*

Stewart remembers too vividly. Much of the responsibility falls to the provinces, with their jurisdiction over education and health. But Charbon was able to announce one bold measure entirely under Ottawa's control: employer insurance reciprocity and parental benefits, worth up to \$413 a week, will be stretched to a full year from the current six months. The cost: \$1.25 billion a year. "Nothing is more important," Charbon declared, "than for parents to be able to spend the maximum amount of time with newborn children in the critical early months of a child's life."

Doubling the period during which new parents can collect EI benefits was a widely praised move. But even this step promised in short order a share of controversy. To qualify, a parent must have worked at least 35 hours a week in the 36 weeks before leaving a job to take care of a new baby. That requirement is much tougher than the rules in place before the Liberals reformed the EI system in 1996. As a result, the Canadian Labour Congress estimates, about 12,000 women a year who would previously have qualified are left with no maternity benefits. "I'm certainly not against expanding the rules," said Katherine Scott, a senior policy associate with the Canadian Council on Social Development. "But the critical problem right now is that only a minority of families have access to EI benefits."

Government officials said they expect to look at easing eligibility rules along with stretching the benefit period. In a second firm commitment, Charbon announced that Ottawa will make a "significant investment" in its tax break for low-income families by July 1, 2001. "Two previous federal cash injections into the so-called National Child Benefit were worth \$850 million each. Under the program, Ottawa offers a tax credit to low-income families, and the provinces reduce their social assistance payments by the same amount. In return, the provinces agree to reinvest those savings in improved social services. Typically, a two-child family with \$30,000 in income gets \$3,750 under the program, a benefit that is phased out when income reaches \$29,590. A Finance official said the department will study whether to hike the benefit's value to families earning under \$30,000, or to extend it to households with higher incomes.

**That decision** will be made at part of the much broader deliberations over how much income tax relief to offer in the year 2000 federal budget, expected in late February or early March. While the finance speech promised to lower the tax burden on families, it contained no details. Finance Minister Paul Martin quickly weighed in against those who interpreted the greater clarity the speech provided in listing spending areas—from children, to research and development, to infrastructure—as evidence that cutting taxes has slipped to a lower priority. "Instead of taxes on budgets," Martin said flatly. "That was not a budget."

But soon for the relief may be getting cramped. Some economists project that Ottawa will have about \$10 billion of "fiscal dividend" to divvy up in the next fiscal year, of which \$3 billion is expected to be set aside for debt repayment and

perhaps \$1 billion as a hedge against the unexpected. That would leave \$6 billion to be split among a long list of spending areas and tax reductions. And even modest-sounding tax measures can cost plenty during the middle-income tax bracket—the 26 per cent tax now levied on income from \$29,590 to \$59,180—by just one percentage point would cost Ottawa \$1.1 billion per year.

Pressure for tax cuts is cranked up with children's policy issues. Manning served notice in his response to the finance speech that the Reform party intends to borrow away on its familiar message that tax and action is the best thing government can do for children. A big tax break might even give some two-income families enough cash for one parent to stay home, he suggested, reducing demand for day care. "Am I missing something?" Manning asked, "or would it not be simpler to leave the dollars in their pockets, stop the unfair taxation of single-income families, and see just how many new child care spaces that creates?"

His pointed reference to single-income families signalled the Reform party's plan to rebalance a controversy that raged last spring. Reform MPs put the government on the defensive

**Jean Chrétien's Liberals put the focus on Canada's kids as they move family matters to the top of their legislative agenda**

by asking about the disparity between what two-income and single-income families pay in taxes. The government's own numbers show a typical one-parent family of four with an income of \$50,000 paying a federal tax bill of \$6,464, while a two-income family of four pays just \$3,160. The main reason for the gap: families in which both parents work can claim a child care expense deduction of up to \$7,600 for children under age 7 and \$4,000 for children 7 to 16. There is no similar tax break for families with a stay-at-home parent.

Government sources say senior Finance officials lean against trying to devise some new tax benefit aimed at one-income families. But Martin may have seen sympathy with the idea. He met in late August with Beverly Smith, a Calgary high-school teacher who, after staying home to raise four children, became a popular critic of policies she argues discriminate against all mothers who make their choice. "I get the impression he is dealing with some real conflicts, because his wife was at home with his kids," Smith said of her conversation with Martin, whose wife, Sheri, stayed out of the wilderness to raise their three sons, now all grown.

Politicians and family-policy advocates of all stripes are

# For the Children

By John Goolbsy

When it comes to family matters, the private and the political can never be neatly separated. So when Prime Minister Jean Chrétien made his pitch in late week's speech from the throne to put children at the top of his agenda—and perhaps at the forefront of his bid for a legacy beyond budget-balancing—policy debate soon gave way to personal reflections. Reform Leader Preston Manning, in an emotional speech in the House, spoke at length about his family, paying tribute to his homemaker wife, Sandra, and vowing on to urge the Liberals not to "focus on government programs that attempt to substitute for families." In an interview with *Maclean's*, Human Resources Development Minister Just

Stewart, the mother of two teenagers who has lost responsibility for the new children's agenda, came at it from another perspective. "It's not June and Wind Cleaver anymore," she said, referring to the suburban TV family of the '60s. "Two parents are working more of the time."

Stewart's emphasis on helping two-income families flows from her own experience as a hustled working mother years ago. "I took my baby out to somebody's apartment, I had somebody come into our condo townhouse, I used day care—I used it all," she said. "It was very tough. There really was no perfect solution." And there are limits to how much the federal government can do now to ease the stresses

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## Canada

quick to stress that they don't aim to favour one way of raising kids over another. What kind of upbringing works best, though, remains an emotion-charged question. Last week, Statistics Canada released a major study that found children who were enrolled in "early childhood programs and day care centres" and to perform better in kindergarten and Grade 1 than kids who "stay at home with a parent" during the preschool years. The study was quickly noted by some as a dramatic endorsement of day care—but in interviews in authors cautioned against that sweeping conclusion. Their report lumps together children in full-time day care with kids whose stay-at-home parents—usually their mothers—taken them out to nursery schools, play groups, mothers-and-tots programs, and other early-childhood educational programs. Only children raised at home by parents who pursued none of those outside activities were shown to lag in the early school years.

Still, the report was fodder for Liberals pushing for an ambitious set of early-childhood aims. Toronto MP John Godfrey, an outspoken advocate of a children's policy to rival the emphasis of universal health care a generation ago, cited it as more evidence that a concerted effort to stimulate children is the first few years of life using overdue. Godfrey proposes community centres, partly funded by Ottawa, that would offer a range of services—from full-time day care and part-time programs to courses for new parents. Seeing up such centres, though, would require a landmark deal with the provinces. The throne speech set a December 2000 deadline for forging a National Children's Agenda shared by Ottawa and the provinces. But federal officials said those discussions, launched in late 1997, have not moved much beyond setting out broad principles for co-operation—and they could not name even one concrete program idea of the two levels of government seem ready to combine forces on. It seems the children's strategy born last week could be in for a difficult first year.



## Bruce Wallace

### Bill Clinton delivers

Jean Chrétien's determination to defuse a clear question in any future Quebec referendum got passing reference in last week's Throne Speech. The separate reaction was predictably over the top. But Lucien Boivin's scolding about "disparity" sounded hollow, especially with a new bill showing support for independence in free fall. Unfortunately for separatist politicians and their speechwriters, rhetorical week will no longer pass for federalism on national unity. Bill Clinton has raised the intellectual bar on our family guard.

He went on to the virtues of federalism, delivered in Mont Tremblant on Oct. 1 at the International Conference on Federalism, was a daunting argument rooted in the lessons of history and the bloody experience of the post-Cold War world. Boivin can hardly be a supplant to a U.S. president one minute, begging for the symbolic importance of a private one-on-one meeting, and then ignore the political cruise missile Clinton fired into the Parti Québécois command and control centre.

Clinton came to Mont-Tremblant exactly as a friend to Chretien who, like all prime ministers, can never have too many foreign endorsements to wave in separate fact. The rest of the itinerary was just to make a day of it: a formal opening of the new U.S. Embassy in Ottawa (which is not even finished), a coast-to-coast agenda for a bilateral meeting to the two leaders would have something to say to reporters, and a quick 18 holes of golf before dark.

But Clinton arrived in Ottawa to find the Prime Minister's Office in absolute panic. The Mont-Tremblant conference, designed to celebrate the means of federalism, had become a platform for apoplexy to stamp all over the Canadian model. Boivin gave a speech calling Canada broken and beyond repair, and the Canadian media, apparently nostalgic for constitutional crises, wallowed in

finally an enclave club since the U.S. Presidents has met for more dubious reasons, like Santa Fe Getty Adams, Chrétien was now seen as a parody that Boivin might sink out a Poland of the big moment.

Never a meeting person, Clinton was giddy at his first event: the embassy ribbon-cutting. He had arrived in Ottawa after engagements in New York City, landing after midnight and heading straight to U.S. Ambassador Gordon Giffin interview residence for the night. He set up until 3:30 a.m. with Giffin, his wife, Paul, and their 17-year-old daughter, Kelley, talking politics and offering Kelley suggestions about which American colleges to attend. But the President gradually came alive during the day, showing his legendary grasp of acute detail during the bilateral meeting, such as noting seasonal water levels in the Red River valley.

By the time Clinton headed for Tremblant, he had been told Chrétien's conference was backfiring. The President looked at the scene that had been prepared for him and decided it wouldn't do. Having experienced the natural seasons of federalism at both Presidents and a state governor, and having been confronted with the headache caused by many seasonal movements during his presidency, like Kosovo, he told us that he was confident about what to say. He kept the written introduction and delivered the rest from the heart and the head, warning that independence is at best a risky project on the wrong side of history. His message will reverberate for a long time, and should give Chrétien courage to issue Quebecers know exactly what they are voting for if another referendum is held. Clinton showed there is more to debating national unity than personal grudges and insults, and that the people appear to uphold and face in good ideas.

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was to land on the moving target miscalculated, he stood the danger of being ingested on the boat's mast. Adding to the difficulty were winds of close to 100 km/h, which made it all but impossible for the helicopter to hold its position while the rescuee was hoisted. Yet, despite everything, the man-overboard team off the docks took place. Yes, despite everything, the man-overboard team off the docks took place, bringing the five crewmen up into the waiting helicopter. And an hour after the rescue began, it was over—safely. For good measure, on the way home the SAR team, as they're known, used the boat to rescue a sailor on a sailboat that had lost its mast in the Northumberland Strait, near Inverness off the coast of Prince Edward Island.

All in a day's work for the daredevils from the 413 Transport and Rescue Squadron. When there is trouble in East Coast waters, Canadian Forces and coast guard personnel, who jointly run the Halifax co-ordination centre, can deploy four Hercules military planes and five Canadian Forces Labrador helicopters—as well as the coast guard's one ship and eight cutters. In a pinch, they can even call out a Canadian Forces frigate—or request any private

plane or ship that happens to be in the area to help out. The squadron, one of five SAR units across the country (the others are in Gander, Nfld., Toronto, Ont., Comox, B.C., and Winnipeg), covers a territory that stretches almost 12 million square kilometres from just east of Quebec City to the middle of the Atlantic Ocean—1,700 km past Canada's international boundary—and north to Baffin Island. For the squadron's 22 SAR teams, going to work could mean climbing a mountain to save an injured hiker, undertaking rescues at sea or, as was the case in August, parachuting from a Hercules aircraft into the frigid North Atlantic waters off Newfoundland and swimming to a cargo ship to apply first aid to a badly burned seaman.

Danger is to be expected when the job description includes regularly flying into life-threatening weather and situations. Last October, an member of 413 died when their 35-year-old Labrador helicopter crashed while returning from an operation in Quebec. This accident, the result of an engine fire, heightened concerns about aging equipment and safety as a note of continuing federal cutbacks. But the SAR

## 'It takes a special person'

In the world of search and rescue, danger is a constant companion

By John DeMont

Oct. 15 was, in many ways, a typical shift for the frontline troops in Canada's maritime search-and-rescue system. A Canadian Coast Guard ship steamed towards Cabot Strait, between Cape Breton and Newfoundland, where one piece of a floating dry dock being towed by a Russian tugboat to the Bahamas was listing badly in a stormy eight-metre sea after the line snapped. Back in Halifax, personnel manning the Rescue Co-ordination Centre were monitoring the second piece of the dry dock, which was loose and floating off the west coast of New-

foundland as a tugboat tried to control it. Mostly, though, their attention was focused 50 km from the Gulf Peninsula in the Gulf of St. Lawrence, where search-and-rescue—strenuously called SAR—aircraft were searching for the *Voyager*, a 19-m shrimp boat that had been without power since the night before and was being battered by nasty nine-metre waves.

The five men manning the boat were cold, tired and scared. Traversing them by a hoist lowered from a helicopter presented problems. The small boat was listing badly. If the SAR expert whose job it

*Team members are training new recruits within any the considerable risks are now being raised by aging equipment*



"We are all adrenaline junkies—we want to save people, but we're also here for the excitement."



AP/WIDE

techs—who work for a maximum of \$48,000 a year—hardly blink an eye. "I guess we are all adrenaline junkies," explains Sgt. Brian West, 38, who has worn the orange SAR tech beret for 10 years. "We want to save people, but we're also here for the excitement."

Recently, with *Madison* bound for the ride, six orange-suited SAR techs stood calmly in single file at the open end door of a Hercules aircraft flying over Nova Scotia's Annapolis Valley. They had already circled the Bay of Fundy, and completed a practice drop of a metal dot filled with medical supplies. Now they were ready for a practice jump—unlike the hundreds of real ones the members of 413 squadron make each year. In fact, team members had earlier received notice they might be sent that afternoon to the Labrador coast to search for a hoard of fugitive hunters (they ultimately turned up safely). Neither that prospect—or the thought of jumping out of an airplane at 900 m—seemed to raise the anxiety level in the plane. When the order sounded in their headsets, the SAR techs took a few short steps before springing out of the aircraft—clear blue sky overhead and the rolling farmland of Nova Scotia below. The last jumper twisted 180 degrees in the air and waved a playful goodbye before his parachute opened.

The SAR techs have seen it all. In 1998, the Halifax centre received 2,590 calls for assistance. Of those, 410 were classified as true distress cases. By the end of August this year—well before the onset of the always cruelest winter season—distress calls to the centre were already running 25 per cent higher than during the same period in

1998. "Winter always brings a couple of major crises," points out Capt. John Van Oosten, deputy officer in charge of the Halifax rescue centre.

Given the dangers, says squadron commander Lt.-Col. Mike Dorey, "it takes a special person to work search and rescue." Some critics say the risks are exaggerated by aging, deteriorating equipment. The fleet of 15 new Cormorant helicopters, purchased by Ottawa in a \$790-million deal in January, 1998, to replace the aging Labrador, is not scheduled to arrive until 2001. Until then, the squadron must make do with helicopters purchased 36 years ago, which generate controversy each time a new safety concern comes to light.

The latest controversy, which broke in August, revolved around Canadian Forces' report that showed military officials were worried about excessive run on the helicopters causing a fatal crash. Even the new Cormorants will not see everything right. The reason: Canada's search-and-rescue system seems to be springing leaks. A defence department review released in August concluded that the SAR system's response capacity had been "seriously impacted" by the deficit-conscious Clinton government's decision to review the funding of all federal programs after the 1993 election. The problem was not in direct funding: SAR's \$290-million budget remained virtually unscratched when the Liberal government's decision that program spending must decline by 12 per cent by the 1998-1999 fiscal year. The danger was in the erosion of support services.

According to the expert panel that completed the report, some on-board

*The Cormorant: new helicopters are widely used to solve all the problems in Canada's search-and-rescue system*

cutbacks hit the department of national defence, the department of fisheries and oceans, Parks Canada and other federal departments. Those departments supply the secondary line of defence when SAR's ships and aircraft are either in use or laid up for repair. Cutting back their budgets reduced their ability to supply alternative vessels, planes and personnel to supplement SAR. "There is now a risk," the authors concluded, "that the SAR program will become a public policy issue."

So far, Ottawa seems less than willing to commit new funding to prop up the system. Instead, military brass conferred last month that the Greenwood base itself is being downsized. The SAR squadron moved there in June, 1991, after the military base in Summerside, P.E.I., closed due to budget cuts. Now, the Nova Scotia base is among the ones where deep personnel cuts are being considered to help cover the cost of Canada's overseas military missions (not to mention the price tag for new helicopters). Greenwood has already been ordered to contract out the maintenance work for the Cormorants, when they arrive, to a cost-cutting measure.

SAR team members often afford to be distracted by such worries. Their world is one where a slip-up can mean disaster—even if fear is something no SAR tech will talk about, let alone acknowledge. They take the SAR tech motto—"That Others May Live"—to heart. "We are paid to go where no one else can," says West. No matter how long the odds can sometimes seem.

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## Out of the running

Environmental activist Wiebo Ludwig was forced out of running for the leadership of Alberta's Social Credit party after a judge refused to rule his bid constitutional. Ludwig, who is facing charges relating to the vandalism of oil company facilities near his northern Alberta ranch, has been confined to his home pending the trial, which is scheduled for early February. He claims that emissions from gas wells are dangerous to humans and livestock.

## Conviction under review

A court in Mexico will review the murder conviction of Dennis Hurley, the Newfoundland native who was convicted for the 1993 killing of his lover, Toronto architect Murray Haigh, 46. Haigh's body was found face-down in a bathtub while the couple was on vacation in a Mexican resort town. Hurley, 36, a former executive assistant to the publisher at *Gloucester* magazine, was extradited in 1997 to stand trial after he fled back to Canada.

## Nova Scotia in the red

The new Conservative government of Nova Scotia tabled a budget with a \$497-million deficit. Finance Minister Neil LeBlanc blamed the previous government for the shortfall, saying the Liberals had created the "illusion of budgetary surplus by keeping some expenditures, including \$250 million in health care spending, off the balance sheet. LeBlanc promised reductions in spending and in the size of government to address the problem.

## Slamming Céline

Singing superstar Céline Dion denounced allegations by Peter Barbosa, her former drummer, that she lip-synched during concerts. Barbosa, who has filed a \$5-million suit against Dion for wrongful dismissal and infringement of copyright, alleged that many of Dion's lead vocals during concerts are "lip-synched in a pre-recorded digital loud disk." Dion said last week that her "whole life revolves around singing live." As of week's end, Dion had yet to file a statement of defence or launch a counter-suit against Barbosa.

## A fishery on the boil

Ottawa appointed one of its top land claims negotiators, Glace Bay lawyer James MacKenzie, to help defuse the standoff over native fishing rights in Atlantic Canada. The appointment came as the Reform party demanded the federal government ask the Supreme Court of Canada to suspend in Sept. 17 ruling, affirming an ancient treaty right to a year-round aboriginal fishery, until new regulations could be put in place. But tension continued to increase as a native organization on lobster fishing fell apart. Thirty-three of 35 Maritime Mi'kmaq bands had agreed to the temporary 30-day moratorium, pending negotiations. But the chiefs, upset at being known (raped) by Ottawa on two bands who were planning to continue fishing—just as the regular lobster season was getting under way—withdrew their offer.

Politcs, meanwhile, laid charges against 25 non-native fishermen who



Bringing a lobster trap ashore, winter

went on a rampage against native lobster traps earlier this month. Adding to the confusion, a native band in Maine said that, as a signatory to the same 18th-century treaty, it intended to set traps in Canadian waters. And native leaders in Newfoundland, Saskatchewan and British Columbia claimed similar rights for hunting and fishing out of season.

## A trial begins in an old murder case

Larry Fisher went on trial for the 1969 sex murder of nursing aide Gail Miller in Saskatoon, P.E.I., 56, was living in Saskatoon at the time of the killing—for which David Milgaard, then 16, was convicted. The Supreme Court of Canada set aside Milgaard's conviction in 1982, and he was exonerated in 1997 after DNA samples from the crime scene matched Fisher's. Fisher has pleaded not guilty; his lawyer, Brian Bensch, told the jury that Milgaard should not be included as a suspect because evidence could have been tampered with.

## Upholding racism

The sentencing hearing for five B.C. teenagers who pleaded guilty to manslaughter in the murder of a 28th-century wrapped up—with two of them defending their racist beliefs. Northern British Columbia, 27, and Robert Klach, 26, apologized for their actions, in fact, both said through their lawyers that they still held to the beliefs that had led them to become members

of a neo-Nazi group called White Power. The five men beat 65-year-old Norval Singh Gill to death on the night of Jan. 4, 1998, in the parking lot of a Sikh temple, but the other three defendants—Radassaw Sydnick, 24, Daniel Miloszewski, 22, and Lee Nikkel, 18—apologized for their actions. Last week, the Crown called their "justified conversion" an attempt to win democracy. Sentencing will take place on Nov. 16.

# Renaissance Man

A flamboyant Canadian economist wins the Nobel for ideas far ahead of their time

By Andrew Phillips

**At an age when** most people are winding down, Robert Mundell suddenly finds himself with a new lease on life. Ideas he pioneered almost four decades ago were recognized last week at the highest international level, as the Royal Swedish Academy of Sciences awarded the 67-year-old Ontario native this year's Nobel Prize in economics. And if any more proof of Mundell's vigour is needed, it appears in full colour in his Columbia University Web site. The predictable curriculum vitae and list of publications are dominated by something much more lively—a photograph of the professor's beaming 23-month-old son, Nicholas. "It's remarkable," says Mundell's older son William who broke the news about the Nobel Prize to his father. "He has a whole new life."

A new life—and \$1.4 million from the Nobel committee. Mundell was elated for pragmatic work he did in the early 1960s on exchange rates and international trade—subjects that have grown more and more relevant as economies have become increasingly intertwined. He anticipated globalization long before it became shorthand for the massive waves of money that wash around the world in the 1990s. "Bob was writing about a world of capital flows and trade that hardly existed then," said Tony Deane, a professor of economics at Montreal's McGill University who worked alongside Mundell in the mid-1960s. "Now, it does, and that qualifies him as a visionary." Erling Norby, secretary general of the Nobel committee, put it this way: "The world has caught up with Mundell's idea." Much of his thinking has had very practical results. Economists credit him with laying the intellectual

basis for creation of the euro, the common European currency that was born last Jan. 1.

Mundell was—until last week, at least—little known in Canada. Government and bankers in far away South America called on him for advice, he complained at times to friends, but in the land of his birth his ideas found little resonance. In recent years, too, he was dismissed as an economist by many mainstream economists—both for his ideas and for his flamboyant personal style that includes spending much of his time at a sprawling 16th-century palazzo near Siena, Italy. In the United States, though, he is an intellectual hero to those who championed the so-called supply-side economics of the Reagan and Thatcher years. Along with Arthur Laffer of the University of Chicago, he developed ideas in the early 1970s that led to a radical rethinking of economic policy. Frustrated by the stagnation of Western economies, Mundell and Laffer urged a combination of tax cuts and higher interest rates—the formula that eventually sparked the boom of the 1980s.

Mundell's biggest booster, economic commentator Jude Wanniski, lists him as nothing less than the greatest economist of the 20th century, eclipsing even John Maynard Keynes. "If it were not for Mundell," Wanniski wrote in his obituary last week, "Ronald Reagan would not have been elected president, there would have been no supply-side tax cuts, here or around the world, and we would not be smiling at a Dow Jones industrial average above 10,000 with no inflation."

Mundell has spent most of his life outside Canada, but he is still a Canadian citizen and credits his op-

*Mundell at his Italian villa last year with wife and Nicholas, laying the groundwork for Europe's currency and Reagan's revolution*



porting as the son of an army engineer-major in small-town Ontario and British Columbia for some of his early insights. Over breakfast last week in Stockholm, where he was addressing a conference organized long before the Nobel committee made its announcement, he even harked back to his experience as a teenager working a summer at a cheese factory in the town of Lattrevik, just outside Kingston, Ont. Farmers delivering their milk worried about too middlemen taking most of the profits—planting ideas about trade flows in the head of the young man. Later, in the Fraser Valley town of Maple Ridge, B.C., Mundell saw how vulnerable a regional economy was to international developments. "Coming from a small country open to trade, gave me a perspective on the international economy that people who live inside large economies don't have," he said. *Mundell*

Like so many Canadians, though, Mundell left the country to fully develop his ideas. After studying at the University of British Columbia, he did graduate work at the University of Washington in Seattle and the Massachusetts Institute of

Technology, then taught at McGill, the Johns Hopkins Center in Bologna, Italy, the University of Waterloo, Stanford University, the University of Chicago and, since 1974, at Columbia in New York City. But it was when he was just 29, the whistled chief international economist at the International Monetary Fund in Washington, that he first published the ideas that led to last week's prize.

**It was 1961**, and Mundell argued in a seminal paper titled "A Theory of Optimal Currency Areas" that nation-states were not necessarily the best units for a single currency. That paper set out radical new thinking about how a national economy could be affected by too many moving with a homogenous across borders—and laid the theoretical basis for creation of the euro. His ideas, along with similar ones by a Scottish economist, Marcus Fleming, were later dubbed the Mundell-Fleming model. It summarized the relationship between exchange rates and monetary policy, showing that when capital flows easily across borders, governments must choose between a stable exchange rate and an independent monetary policy—but

cannot have both. These ideas, said the Nobel committee, "constitute the core of teaching in international economics."

Three and a half decades later, Mundell is still vitally concerned about the role of currencies. He wore widely last year in support of the euro when it was about to be adopted by 11 European countries, and argued that Canada should fix its exchange rate with the U.S. dollar. In Stockholm last week, the morning after being fêted in an impromptu reception by Canadian Ambassador Philippe Kirsch, he said he does not believe Ottawa would agree to a joint currency with the United States—but it doesn't need to. "You can have all the advantages of a single currency with a fixed exchange rate. If we don't peg the Canadian dollar, it will keep depreciating. In 20 years, it will be worth only 50 American cents."

Those who have worked closely with Mundell describe him as a restless thinker who tosses off ideas at a startling rate. "Being around Bob was a non-stop intellectual feast," said Robert Kerton, dean of arts at the University of Waterloo who taught economics with Mundell from 1972 to 1974. Kerton recalls Mundell sipping around campfire at a village Mercedes, and starting a regular bulletin called *Converso*

## Small-town Canada provided him with some of his early insights

*Seneca* written as general readers. "His first article for me was simply called 'Knowledge,'" said Kerton. "He was a very broad thinker, really a Renaissance man."

At the same time, Mundell was developing theories that came to be known as supply-side economics. Along with Laffer, he began suggesting ways that the U.S. economy could break out of its perennial "stagflation" (inflation combined with high unemployment and slow growth). Their prescription was tight money to slow inflation and drop tax cuts to boost growth. That formula ran counter to the conventional Keynesian thinking of the time—and it took almost a decade before such policies were implemented by Ronald Reagan in the United States and Margaret Thatcher in Britain.

Mundell's ideas were popularized among American conservatives by the editorial page of *The Wall Street Journal*, which last week acknowledged that for a generation it has "preached economics from the gospel by Robert Mundell." Wiesniski, then an editorial writer for the *Journal*, recalls a single dinner at a Manhattan midtown called Michael 1 at which the paper brought Mundell and Laffer together to drum out their ideas. The dinner became so heated it ate pizza, Wiesniski says, "but the restaurant eventually turned off the lights and left them yelling at each other in the dark."

In 1978, the *Journal* began promoting Mundell's ideas, converting advice to Reagan and Thatcher to his thinking. In Canada, however, they fell on deaf ears. Tradeau-era policy-makers were in thrall to orthodox economics; thinking, and Mundell's theories were largely ignored. "Bob was a visionary who was too far in front," said Wiesniski. Kerton



With Reagen, greeting the gospel according to Mundell

"He was two decades ahead of everyone."

None of Mundell's supply-side thinking, in fact, was cited by the Nobel committee in awarding its prize to him. Since its political triumph in the 1980s, much supply-side theory has been called into question by other economists. And other ideas propounded by Mundell in recent years have been dismissed, including much of his thinking about exchange rates. He has in times advocated a return to the gold standard, and colleagues who hail his pioneering work are more reluctant when asked about his recent thinking. "There are many economic things about Bob," says McGill's Desautels.

One is the abandoned Renaissance palace that Mundell bought in 1969 in the hills above Seneca as a hedge against inflation for the equivalent of just \$100,000. When he purchased the building, it was a crumbling structure with no electricity or running water. Over the years, he has poured tens of thousands more into updating the nation's villa. Nowadays, he says with satisfaction, "Palazzo Mundell" is worth more than 100 times what he paid for it. "With the possible exception of Microsoft or Intel," he chuckled last week, "I don't think I could have made a better choice in the stock market."

**Mundell's private life**, too, has sometimes been in turmoil. In 1972, he divorced his first wife, Barbara, with whom he had three children. He became bored with academic theory and took up painting. Friends say he also let his hair grow shaggy and drink and ate too much. "He looked like the Military Doughboy," recalls Wiesniski. "He was puffed and white, on a cholesterol diet with a pitcher of martini at night. People started remarking that he was washed up, a drunk." Mundell's 38-year-old son, William, an economic commentator in Los Angeles, says that picture of his father as the time is "really overblown. I never saw any evidence of it." Whenever the truth, it had a happy ending. A few years later, Mundell met his current wife, Valerie Nuccio, a poet two decades younger than he is, and raised his personal life. In December, 1997, they had their first son, Nicholas.

Mundell has never been wealthy, and says he needs to use his prize money to keep working on his villa. He may also help out William, a Republican who plans to run for the U.S. Senate or the governor's mansion in California, having made millions as a consultant. (His other grown children—Paul, 40, a computer designer, and Robert, 37, a veterinarian—also live in the Los Angeles area.) And, he says, there will be enough left over to buy young Nicholas his very own pretty summer home. For Mundell, international acclaim may have come late—but it is no less sweet for that.

With Maria Ullrich in Stockholm

## Bravery without borders

A French-based group of humanitarian doctors wins the Peace Prize

It is an organization spawned by war, a particularly nasty sectarian struggle waged 30 years ago in a jagged nook of Nigeria called Biafra. Two young French doctors—Bernard Kouchner and Xavier Emmanuelli—witnessed the conflict firsthand, tending to volunteers for the International Red Cross. Frustrated by what they came to regard as the excessively national, even racist, policies of the Red Cross and other aid agencies, the pair decided to do something about it. On their return to Paris in 1971, they gathered eight like-minded physicians and founded a group determined to carry emergency medical aid to places where most others feared to tread. They called themselves *Médecins sans frontières*—Doctors Without Borders. And for the past three decades, they have been doing exactly what they promised, establishing in the process a reputation as courageous and outspoken enemies of human suffering.

In awarding the 1999 Peace Prize, the Norwegian Nobel Committee recognized the "pioneering humanitarian work on several continents" of the staff and volunteers who make up *Médecins sans frontières*. They are, and co-chairman Francis Bejard, "a source of hope for peace and reconciliation." There are now more than 2,000 MSF volunteers, primarily doctors and other health workers, scattered through 80 countries. Most are deployed in war zones, from Kosovo to East Timor. Others are helping in areas devastated by natural disasters. "We also have a self-imposed mission," says Michael Schull, president of Doctors Without Borders Canada, "to speak out on behalf of people who are being subordinated by governments or regimes—that's the difference



An MSF volunteer helps famine victims in Sudan; a war-torn to speak out

between us and other medical NGOs [non-governmental organizations]."

From the beginning, MSF has been a multi-racial organization. Much of the credit for that rests with co-founder Kouchner during his time at the helm. Now the United Nations' chief representative in Kosovo, Kouchner won fame—and a political career—with his outspoken denunciations of global human

rights abuses. Last week, he said he felt moved rather than proud. "I'm thinking of all the people who died without aid, of all those who died waiting for someone to look at their door." If *Médecins sans frontières* had not existed, there could have been many more such victims.

Berry Carter in London with Susan Gil at Toronto

## Proteins and particles

Three other Nobel prizes were announced last week. The winners:

**Medicine:** German-born American biologist Gunter Blobel, 63, of the Rockefeller University in New York City, for research that showed how proteins make their way inside cells, and how their occasional mis-

placement in the cell is the cause of several genetic diseases, including cystic fibrosis and the formation of kidney stones in children.

**Physics:** Dutch chemist Gertruda J. Hoeflitz, 53, of the University of Utrecht, and Martinus J. G. Veltman, 68, retired from the University of Michigan, for using particle theory to advance scientists' ability to calculate the structure and masses of subatomic particles.

**Chemistry:** Egghead-born American scientist Albert Zewail, 53, of the California Institute of Technology in Pasadena, for his revolutionary laser technique that allows chemists to see how individual atoms in molecules rearrange themselves when chemical bonds break and rejoin, even during the most rapid chemical events. This may lead to better design of new drugs and materials.







Andrew Phillips

## Beyond the fringe

The most talked-about new TV show in Washington is, not surprisingly, *The West Wing*, the NBC series that tries to do far politics what *ER* did

for medicine. The first few episodes featured a terrorist attack, an ethics crisis and a president (played by Martin Sheen) hopped up on painkillers. Far from hyping reality, though, the producers have obviously toned things down: the only direct sex involves a presidential aide (Rob Lowe) and takes place outside the White House.

In fact, *The West Wing* looks like an NFL documentary compared with the odd parade of real-life characters vying for attention in the silly season of U.S. politics (a season that sometimes seems to last about 365 and a quarter days a year). A washed-up wrestler (Jesse Ventura of Minnesota) runs a midsize state. A megalomaniac billionaire (Donald Trump of New York and Atlantic City) gets a solid week of focused publicity for announcing in the pages of *The Wall Street Journal* that "America needs a president like me." An actor and legendary lecher (Warren Beatty of Hollywood) flies with a run for the White House. By comparison, a talk-show host who opines that Hitler should have been left to rampage through Europe (Patrick Buchanan of Washington) seems grovish.

It's hardly news, of course, that celebrity can be translated into political clout in America. Ronald Reagan proved that two decades ago. What's new is that the worlds of politics and entertainment have become so intertwined that it's hard to know where one ends and the other begins. As little as 18 months ago, it was notable that a movie, *Wag the Dog*, uncannily recreated a real-life presidential sex scandal. *The West Wing* turns that conceit into a weekly plot device.

Celebrities have two things that would-be politicians crave: name recognition and access to lots of money. But even in the United States, and even now, that doesn't necessarily carry them very far. Fame may get them onto the political stage, but won't quickly fill it.

Trump is already headed that way. The Donald, at his first co-wife, Ivana, forever dubbed him, clearly has nothing useful to say. So far, we know that he won't shake hands ("a basic human custom"), thinks Oprah Winfrey would make a good running mate, and could be married again "in 24 hours" if a First Lady is required. It's all about ego, as a quick tour around

Mar-a-Lago makes painfully obvious. If you miss the married Trump Towers on the east side, don't despair; there's always Trump International Hotel and Tower on the west side, not to mention Trump Palace, Trump International Plaza, Trump Place and the soon-to-open Trump World Towers. And even with all that, he seems oddly good, a contrast from the arrogant '80s. The man who embodies the spirit of the late '90s is Bill Gates, with his \$100 billion spent out of silicon, not Trump with his billion-and-change in bricks and mortar.

So it's not just fame, but what you do with it. By that measure, two of the new political celebrities are doing better than it first appears. Ventura may act like a clown (telling *Playboy* he'd like to be reincarnated as a size 38-40D bra), but many U.S. politicians take him very seriously indeed. Rhetoric aside, he has governed his state in a startlingly normal way: cutting taxes and strengthening state government. Political professionals are queuing to St. Paul from all over the country to plan his secret—how to get voters to pay attention at a time when no one seems to care about politics.

The other person who is using his platform with surprising effectiveness is one of the casters to dismiss. Warren Beatty. His speech at a recent Hollywood gathering was notable for saying things that have become almost unsayable in the off-congratulatory climate of the late '90s. That many are being left behind amid unconfirmed prosperity. That Bill Clinton Democrats, unfortunately the party of social progress, have traded in their principles for fiscalability in all costs. That money rules the U.S. political system, spending like a cancer so that "the patient—American democracy—is in mortal danger of dying on the table."

Beatty is an authentic liberal voice. His message is hardly original, but it resonates because it has been absent for so long from the American debate. No real politician seems to run on the parade of public prosperity. Only someone with the celebrity power to command the presence of the media, but little to lose if they turn away, is willing to say it. Beatty's already made a movie about speaking uncomfortable truths in politics (*Bulworth*). He may yet run for president. Or he may find another way to get out his message. A guest spot on *The West Wing* might be just the trick.



Trump and Ventura: the politics of celebrity

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### Helping Cuban Jews

Canadian officials revealed that Canada has helped hundreds of Jews leave Cuba for Israel since 1974. Under the unpublished arrangement, Canadian officials in Cuba passed Jewish immigration applications to Israeli officials in Ottawa and issued Canadian travel documents to those successful. Officials in Cuba, which broke relations with Israel after the 1973 Yom Kippur War, were aware of the process.

### Subarto probe closed

The government of Indonesian President B.J. Habibie ended a major corruption investigation of former president Suharto, citing a lack of evidence. The decision provoked outrage among political reformers and intensified opposition to Habibie's attempt to stay on as president, due to be decided by parliament this week.

### Finding Schindler's list

A German newspaper said it has found an original copy of Schindler's list. The papers, discovered in the attic of a Stuttgart house, name all 1,200 Jews saved from the Holocaust by businessman Oskar Schindler, whose heroism was immortalized in a book and an Academy Award-winning film.

### Journalist freed

Malaysian authorities released jailed Canadian journalist Murray Hiebert after he served four weeks of a six-week sentence for conspiracy of contempt over an article he wrote about Malaysian justice for a Hong Kong-based magazine. The imprisonment of the 56-year-old Strathcona, Man., native drew a storm of international criticism.

### Hitler's bunker

Construction workers in Berlin unearthed a concrete slab that officials said was part of the bunker where Adolf Hitler committed suicide in the closing days of the Second World War. But they said there were no plans for further excavations and the bunker would be buried under new government buildings. Authorities have long feared the site could become a shrine for German neo-Nazis.

## World Notes



### The global family reaches six billion

In Sarajevo, UN Secretary General Kofi Annan holds baby Adnan Meris, the symbolic six-billionth person alive. UN demographers estimated that the world's population reached its latest watershed on Oct. 12, while Annan visited Bosnia. It hit five billion in 1987, and may approach 10 billion by 2150.

### No charges in the JonBenet mystery

Nearly three years after the murder of six-year-old beauty queen JonBenet Ramsey, prosecutors in Boulder, Colo., failed to get a grand jury to charge anyone, but said her parents still haven't been ruled out as suspects. After oblique and the jury found insufficient evidence for indictments, Colorado Gov. Bill Owens said he would consider appointing a special prosecutor. That would keep the case from returning to Boulder police, who have been widely accused of bungling.

JonBenet's parents—millionaire businessman John Ramsey and his wife, Patsy, a former Miss Virginia—have studiously maintained their innocence of any involvement in their daughter's death. JonBenet's body was found by her father on Dec. 26, 1996, in the basement of the family's home in Boulder, seven hours after her mother said she found a ransom note demanding \$118,000 (U.S.) for the safe return of the child. An autopsy revealed JonBenet had been beaten and strangled, and may have been sexually abused. But in the view of many analysts, police allowed the crime scene to become hopelessly contaminated.

### The food fight spreads to *The Lancet*

The British medical journal *The Lancet* came under attack for publishing a controversial study suggesting that genetically modified food may be harmful. The study, led by Arpad Pusztai, a biochemist in Aberdeen, Scotland, said rats that ate potatoes containing an inserted plant gene experienced thickened intestinal walls and other metabolic changes. Pusztai's work is often cited by anti-GM-food activists, but critics called the research deeply flawed.

# Cowpland Corralled

By Ross Laver

One of the best anecdotes about Corel Corp. chief executive Michael Cowpland that doesn't also involve his flamboyant wife, Marlene, concerns the time he accidentally drove his Corvette off the road last winter missing on his way to the office. Spooling down a full jaw wire at Ottawa, the car hit a patch of ice, spun around and hurtled nose-first off the right shoulder toward a fence constructed of three steel cables stretched between wooden posts. Somehow, the car's front end slipped under the guard wires and continued to plow forward. Cowpland ducked just in time to avoid decapitation as the cables ripped up the hood of the car and tore off the windshield and roof.

For a moment, Cowpland figured he was dead. When he realized he was unscathed, he crawled out of the wreckage, waited for the police and hitched a ride to work. He arrived late for a meeting, yet never uttered a word about the acci-

dent, campily denied any wrongdoing and said he was "looking forward to finally having a chance to clear my name." Then, he drove home and had dinner with his wife and the lawyer he has retained to defend him against the OSC's charges. Michael Edelson, who lives five minutes from Cowpland's \$10-million mansion in Ottawa's exclusive Rockcliffe district. At usual in the Cowpland household, the meal was accompanied by a chilled bottle of Dom Perignon champagne.

The next morning, Cowpland was back at his desk by 9, answering his own phone (he has no secretary). "We had a good time last night and got a plan of attack going," he told *Maclean's*. He added that he has no intention of stepping aside while the case is before the courts and fully expects to be exonerated. In the meantime, he said, he's looking forward to the release of a major new software product at the annual Comdex trade show in Las Vegas, where Cowpland is booked as a keynote speaker. "We're going full blast today—business as usual," he said. He called the insider-trading charges a "side issue" and said his biggest frustration is that it has taken two years to get to this point. It could be several more years before a trial is held, assuming the case goes that far. "These things tend to move ahead at a pretty slow pace. But so far the company is concerned, we don't intend to let it get in the way of our Web-speed schedule."

Whether he admits it or not, however, Cowpland is facing the biggest crisis of his business career, a 26-year roller-coaster ride during which he has founded two of this country's best-known high-tech firms, Mael Corp. and Corel. Certainly Cowpland seems not to have expected last week's charges. In June, 1998, a few weeks after his only meeting with OSC investigators to date, he told *Maclean's* that, as far as he knows, the corporation had finished its inquiry into insider trading the previous summer. "He thinks they've washed their hands of it."

He was wrong. In fact, documents filed by the OSC in the Ottawa Court of Justice allege that Cowpland not only engaged in illegal trading, but also made a number of untrue



The Cowplands at the firm's gala, charting a defense over Dom Perignon

a false equal to share news that amount for insider trading, plus two additional fines of up to \$1 million each for tipping off his holding company and providing false information. In addition, the latter two counts each carry a potential jail term of two years less a day.

For now, Edelson isn't saying how he intends to fight the charges—in part because neither he nor his client knows the nature of the evidence the OSC has compiled against him. Nor do they know the identity of any of the OSC's witnesses, none of whom are almost certain to be former Corel employees. In the year following the share sale, Corel replaced its auditor, its main lawyers, its chief financial officer and several other high-ranking executives. "We have had absolutely no disclosure by the OSC at this point, so we can't say quantitatively or qualitatively what the case is like," said Edelson, one of Ottawa's most experienced and high-profile criminal lawyers. (In 1988, he defended Margaret Trudeau-Krepper, ex-wife of the former prime minister, on a marijuana possession charge. The charge was later dropped.)

Cowpland has always insisted that he sold the shares when he did only because he wanted to repay some debts. That explanation appears good enough for many Corel shareholders: the company's stock lost only about eight per cent of its value after the charges were laid, a surprisingly mild showing given the seriousness of the case. Many Corel supporters, in fact, were betting that last week's OSC announcement represented a buying opportunity. Those investors may be right, but even if the Corel CEO ultimately wins this fight, the battle could drag on, for years—a prospect that even an eternal optimist like Cowpland can't be looking forward to. ■

or misleading statements to OSC staff during the meeting he attended on May 20 last year. According to the commission, Cowpland knew in August, 1997, that Corel was about to report a big quarterly loss, informed his personal holding company of that fact and then authorized the sale of 2.6 million shares—a quarter of his stake in the company—for \$20.4 million. By the time the quarterly results became public last week, Corel shares had lost 35 per cent of their value, suggesting that Cowpland's sale from the share sale was \$7.2 million higher than had he waited for the announcement. If so, Cowpland could face

## Uncommon cases

In Canada, insider trading cases are rare. The key ones of the past decade

Herb Dorman and the Bennett Brothers. Eleven years ago, Dorman called Russell Bennett, brother of former B.C. premier Bill Bennett, with a tip that a U.S. finance products group was about to walk away from a bid to buy Dorman Industries Ltd. One Bennett sold another, and both sold Dorman stock before the news was made public and the share price tanked. The

share were found guilty of insider trading in 1986. After appeals, the B.C. Securities Commission has with finally ordered the men to pay \$1 million for the cost of prosecution. They are banned from trading in the province for 10 years. Terry Alexander: The Vancouver venture capitalist was fined \$4.2 million for insider trading in shares of Anheuser-Busch Inc. Michael DeGosier: The former chief executive of Ludlow Inc. and business associates agreed to pay the OSC \$25 million—the largest insider trading

fine ever levied in Canada. The DeGosier group had been accused of short-selling shares of the Bechtel group, OGC-based transportation and disposal conglomerate upon learning that some of the company's dump sites were toxic. DeGosier now lives in Bermuda. David Fingold: The Sherrin Industries Ltd. executive allegedly used inside information in the sale of \$27.8 million worth of family-held shares of Complex Oilfield Corp. Fingold was acquitted after arguing that the OSC had taken too long to lay charges.

He calls it 'business as usual,' but insider charges have Corel's founder in the fight of his life

dent to his staff. When a colleague asked what had taken him so long, he smiled and shrugged. "I had a bit of car trouble." The Corel CEO, easily one of Canada's most audacious and controversial entrepreneurs, likes to tell that story because it reinforces his image as a do-or-die businessman who may cool and confident under pressure. Publicly, at least, he assumed the same untroubled posture last week after the Ontario Securities Commission slapped him with three counts related to insider trading in his company's shares—charges that could, if proven, cost him his job, his company and a sizable portion of his estimated \$75 million net worth.

Minutes after the charges were announced, the Ottawa-based software company issued a statement in which Cow-



Rosenfeld (center) in a huddle with supporters; analysts ponder the rise of the maverick goldminer investor in Canada

## Call-Net's drama unfolds

Dissidents win in a deal that puts Sprint Canada on the block and its CEO out of work

By John Nicol

In the huge room that used to be the Toronto Stock Exchange, 250 well-dressed men and women gathered behind the Christie Centre main, chatting expectantly. Most of them were not among the shareholders who had come to vote on the future of the investment town as long-distance provider Call-Net Enterprises Inc. Instead, they were financiers, analysts and bankers who were there for the hottest guest pass on Bay Street. "People want to be here for the drama, to see you win here," said Ed Collins, an independent investment banker. "We don't get many opportunities to go to a real-life drama being orchestrated by a company, its shareholders and its financial advisers. This is like going to a play."

In the starring roles were Call-Net, the parent of Sprint Canada Inc., and Concordia Partners LP, the New York

City-based investment group that had called the special shareholders meeting to try to oust longtime CEO Jan Koss and other directors from Call-Net's board, and then eventually sell the company. The meeting also appeared to herald a new phenomenon in Canadian business—the rise of the Wall Street-style activist investor.

While most of the action unfolded behind the closed doors of a fourth-floor boardroom and the shareholder vote was delayed three times and then put off, there was still plenty of drama for the hang-oners. Before the meeting even started, Call-Net chairman Lawrence Tapp tried to pre-empt Concordia head Eric Rosenfeld and his entourage by announcing that Koss and chief financial officer Vincent Salvi had resigned, and that Kevin Bennett, the chief operating officer, had been appointed chief executive. But even without a dramatic vote count, as closed Rosenfeld and his Concordia group, which control almost 10 percent of the voting shares and had significant backing by other investors, carried the day. The Call-Net board acquiesced to most of Concordia's demands.

Under an agreement that was to be approved by the board on Oct. 18, Rosenfeld would be appointed to the board along with associate Robert Poole of Toronto's Advanta Inc. (a group of Toronto investors known for provoking management changes) and Colin Watson, the president and CEO of Spar Aerospace Ltd. The board, including the three representatives of Missouri-based Sprint Corp., which has an agreement with Call-Net for use of the Sprint name, would form a committee to pursue the sale of Call-Net, at least in part.

Call-Net's change of management appears to have saved the jobs of some of the 10 directors. But in recent weeks, it became clear that Concordia would not back down on the issue of Koss, the former wireless capitalist who took charge of Call-Net in 1991, then a small telecommunications firm. While he and his team built Sprint Canada into the country's No. 2 long-distance carrier, their aggressive fight with Bell Canada led to rock-throwing consumer billings that crushed profits. Analysts also criticized Call-Net for spending too much when it purchased Montreal-based Radio Inc. for \$1.6 billion. As



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## Business

northern migration of more subtle "corporate governance" experts such as Port Worthy, Ont.-based Tom Taylor who, working alongside the mighty Ontario Teachers' Pension Fund Board, has been able to get appointed to the boards of major Canadian companies. The best-known of these is Vancouver-based forest products colossus MacMillan Bloedel Ltd. (Taylor's ascent led to the appointment of Tim Stephens as CEO, and a subsequent turnaround of the company that culminated in the June sale of MacMillan to Washington-based forest products giant Weyerhaeuser Co.)

Taylor is famous for his patience and long time-frames—buying up small amounts of a company, talking to management and persuading everyone that he will be an asset to the existing board. In contrast, Cascadia has earned a reputation for speed and agility—identifying its target, making its move and carving up the company, all in a matter of months. Rosenfeld says he's "very pleased" with the Call-Net outcome. He adds: "We think it's good for shareholders, we think it's good for the company. The plan is for Call-Net to be part of a larger, more stable business."

Whatever the board decides, Sprint Canada's more than one million subscribers should not be affected. "If the board takes two months to sort things out, it will be business as usual for Sprint Canada," said Dan Gagnier, a Call-Net spokesman. "The company has \$400 million cash on hand. The brand stays, technology stays. Everything in our business plan will continue to grow."

In the rapidly expanding and competitive field of telecommunications, Call-Net should not be short on potential buyers. BCI Telecommunications Inc. has shown an interest in Call-Net, but Rosenfeld refuses to discuss suitors for the Sprint Canada brand. To the dismay of many a company board, he is equally right-hipped about where Cascadia will next turn its sights.

With *Kennedy Noble* in Toronto





Moving cars in Toronto, Ont. again

## The Auto Pact hits a brick wall

The federal government is considering its options in the wake of a World Trade Organization ruling that the historic Canada-U.S. Auto Pact continues an illegal export subsidy. Under the 1965 deal, U.S. automakers agreed that the value of the cars they built in Canada would at least equal the value of the cars they sold here, and that each vehicle would meet Canadian content quotas. Canada, in turn, eliminated duties on U.S.-made vehicles and parts. Lately, however, Japan and the European Union complained to the WTO, saying Canada's 6.1-per-cent tariff on foreign imports was illegal because it did not apply to cars and parts made overseas by the Big Three North American automakers.

While Ottawa may appeal the ruling, the pact's demise is only expected to boost the price of luxury-car brands such as Mercedes, Volvo, Saab and Jaguar. And since domestic assembly by the Big Three outsells Canadian vehicle purchases almost two to one, protection of the industry is no longer the issue it once was. Carlos Gomes, a Bank of Nova Scotia economist, said Ottawa has the option of either dropping the 6.1-per-cent import tariff or

contending it to all auto imports from overseas. In August, Montreal reported Ottawa was leaning towards broadening the levy—an idea that Ross Hargrove, president of the Canadian Auto Workers, fears, provided the government also finds a way to reward those who invest and create jobs in the auto industry. "Canada is the best place in the world today to build cars and parts, but we're still doing a lot of production because we don't own the industry," Hargrove said. "If we lose any kind of bargaining power, then we're really in trouble."

In a second ruling on the duty industry, a WTO appeal body sided with the United States and New Zealand, which had complained that Canada's practice of selling milk more cheaply abroad than at home is illegal.

## Financial outlook

The cost of buying a newly built house rose the most in Calgary and Halifax between August, 1998, and August, 1999, Statistics Canada re-

ports. In both cities, prices increased 5.9 per cent in the 12-month period. The second-largest hike came in Regina, where prices climbed 3.6 per cent. In all three cities, StatsCan attributes the increases to higher costs for materials such as lumber.

Overall, the price of a new house in Canada rose an average of 0.9 per cent. That was, however, a few decades. In Victoria and Vancouver, prices fell 4.8 per cent and 3.9 per cent, respectively. StatsCan attributed the declines to a "very competitive" market for new houses.

| NEW HOME PRICES RISE   |      |                      |      |
|--|------|----------------------|------|
| The percentage change from August, 1998, to August, 1999 in the cost of buying a new house |      |                      |      |
| Victoria   | +4.1 | Regina               | +3.6 |
| Vancouver  | -3.9 | St. John's, Nfld.    | +3.2 |
| Edmonton   | +2.3 | Montreal             | +2.0 |
| Calgary  | +2.1 | Saskatoon            | +1.8 |
| Halifax  | +2.0 | Winnipeg             | +1.8 |
| Quebec   | +1.8 | St. Catharines, Ont. | +1.7 |
| Winnipeg   | +2.0 | St. John's, Nfld.    | +3.2 |

## WIC finally divided

After almost 18 months of talks, Winnipeg-based CanWest Global and Shaw Communications of Calgary struck a deal to split up Vancouver-based WIC Western International Communications. Under the deal, Shaw gets WIC's interest in Canadian Satellite Communications Inc., 12 radio stations, as well as pay and specialty television channels. CanWest Global, meanwhile, gets WIC's nine TV stations, and its interest in ROBT's.

## Inflation sends a chill

Unexpectedly high inflation last month triggered a frightening sell-off on stock markets last Friday. Statistics Canada reported a 2.6-per-cent jump in the consumer price index from September, 1998, while the U.S. producer price index jumped 1.1 per cent in a month. The Dow Jones Average fell briefly below 10,000—in worst showing in a year—while the Toronto Stock Exchange's composite index lost 85 points on the day.

## Grinding the gears over GM

Federal Industry Minister John Manley accused Quebec of being "irresponsible" after Bernard Landry, the province's deputy premier, offered General Motors \$500 million to keep open its 500-employee plant north of Montreal. Landry said back that Manley is "sleeping" in regard to the facility. The plant, which makes Camaros and Firebirds, could close in two years.

## Cheap air travel

Air Canada launched a new site, discounting fares by up to 40 per cent. The move was quickly matched by financially troubled Canadian Airlines, which questioned its competitor's motives. Once Corp., with the support of Canadian, is trying to force a merger of the two airlines.

## Tax credit probe

Blue Quilts/Art Mill Sulphure Bergstrom filed the House of Commons that Once Film Inc., a Montreal animation company, is under police investigation for allegedly receiving fraudulent claims for federal tax credits. The police had not named Once in the probe.

# athleticism OF THE mind

AT THE UNIVERSITY OF ALBERTA,  
WE CREATE LEADERS...

In research... we've created the first effective treatment for hepatitis B, developed a self-healing telecommunications network and "stitch" cancer treatment technology.

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Ross Laver

## Who's in charge here?

His voice dropping to a conspiratorial whisper, the executive saluted vice-president of one of Canada's biggest companies before the microphone and delivered a surprising confession: "Don't pay any attention to the title on my business card," he says, looking sheepish. "It's meant to impress customers, but the truth is I'm just another salesman."

Sorry, I made that up. In the real world, no corporate executive wants his stock options and reserved parking spot would ever alienate that his fully-sounding job title was actually a puffed-up headline.

Yet in many cases that exactly what titles are these days. In decades past, an employee's title usually gave some indication of where he or she worked in the corporate pecking order. Not any more. Thanks to a phenomenon known as title inflation—no, it's not a title crease, it's becoming more and more difficult to tell whether that blown-dried unit down the hall I forgot—in he the new senior executive director of strategic marketing or the managing director of regional strategic initiatives? is a bona fide power broker or merely a mid-level paper-pusher whose department consists of himself and a secretary.

David Macdonald, when I was based in London for the magazine in the late 1980s, my business card read European Bureau Chief. Great job. No wall. No scenery. We all go along gloriously.

In the status-conscious business world, people have always been concerned about things like titles and corner offices—even the thickness of the carpet under their desks. ("A title on the door," one old ad slogan went, "runs a Bygones on the floor.") But in recent years, title inflation has risen to new levels. Take America Online. This supposed paragon of the new economy—in which hierarchy is allegedly a thing of the past—now has nine presidents, including a president of marketing, a president of interactive marketing and a president of technologies. All three of those positions report to the, uh, president. The plain-old president—POB, if you will.

At many companies, vice-presidents are now almost as common as photocopies. AOL has more than 100 of them. The Royal Bank of Canada, together with its sister operations, RBC Dominion Securities and Royal Trust, has 182

where are these for partly executive reasons. "But it's the same everywhere. And it's a joke, because the people who work hardest at the bank are the ones just below that level—the senior managers. They're the ones who don't have as much to make it to vice-president." Give Royal Bank some credit at least it's willing to make public the number of VPs in its ranks. A spokesman for another Bay Street giant, Merrill Lynch Canada, flatly refused last week to provide that information, calling it "an internal matter."

What's behind this obsession with titles? Often, bosses hand out fancy titles because it's cheaper than giving people a big raise. "Titles are free, so there's a tendency for people to get carried away," says Mike McMaster, a management consultant at Sabren Canada Inc. in Toronto. In some cases, companies also find it useful to inflate titles so as to impress customers. "When you as a client walk in to a company to complain and hang your tin on the title, you don't want to be referred to a junior," says Susan

Bosman, a senior manager at the consulting firm Ervin & Young. "Calling somebody a vice-president gives people the perception they're dealing with somebody important." Meanwhile, the real ones are probably off at lunch or hiding in their offices. "Do you honestly think they want to have to talk to those angry customers?"

**Corporate mergers and acquisitions** are another cause of title proliferation. DaimlerChrysler, the newly merged German-American automaker, now has two chief executive officers, Robert Eick and Jürgen Schramm. Sanford Weill and John Reed share the CEO's title at Citicorp, created by the marriage last year of Citicorp and Travelers Group. And had the proposed merger of Royal Bank and Bank of Montreal not been blocked by Ottawa, Canada's biggest financial institution would have had two chairmen, John Clegghorn and Matthew Barner.

Somewhat, it seems unlikely they would have agreed to split the chairman's salary.

Ross Laver is Macdonald's old Senior Business Correspondent



Eick and Schramm: a sign of title inflation?

## CANADIAN AGRICULTURE AND FOOD CELEBRATION:

### Feeding the Canadian Spirit



Agriculture and  
Food Celebration  
Fête de l'Agriculture  
et de l'Alimentation

FIRST IT WAS GOOD. THEN IT WAS BAD.  
NOW IT'S GOOD AGAIN.  
AT THIS RATE, IT COULD BE A  
SOAP OPERA CHARACTER.



Things seem to fall in, and out of, popularity all the time. Even eggs have fallen victim to a very fickle media at times. The truth is that eggs were once thought to be much higher in cholesterol. Now we know better. The level of cholesterol in an egg has actually dropped over 30% in the last ten years. In fact, the Heart and Stroke Foundation of Canada now says, "Most people can enjoy eggs in moderation without any harmful increase in blood cholesterol" - And what we've always known is still true:

today. Eggs contain nearly every nutrient essential to life, including a protein as high in quality. It is the standard by which other food proteins are measured. - Nutritionally speaking, eggs are one of the most complete foods we could possibly eat. Not to mention they can be eaten in many ways, any time of the day. Just a nice heaping omelette goes for a change? - For more good news, nutritional information or simply some recipe ideas, just visit us on the internet at [www.canadaegg.ca](http://www.canadaegg.ca).

Eggs Good At Everything

## Feeding the Canadian Spirit

If you are today - think a farmer, and many other people including suppliers, scientists, truckers, food processors and retailers to mention just a few. Food production is much more than farming. It is a complex system which is connected with many other sectors of the economy.

Our agriculture and agri-food sector is one of the most dynamic, high-tech industries in Canada. Despite our short growing season, Canadian farmers and processors have built a growth industry. We've created world-class crops, such as canola, and exported them around the world.

Safe food is a top priority shared by the food industry and government. That means food is constantly tested by government inspectors in processing plants, restaurants and grocery stores. Canadian farmers are also committed to a safe food supply. Their role as "stewards of the land" means they're using the best tools available to address environmental concerns.

A food supply is dependent on many factors - including the weather.

Unfavourable conditions, such as a drought or flooding, can have a devastating effect. That's why federal and provincial governments work together to provide farm income safety nets. The Government of Canada also promotes and protects the interests of the Canadian agriculture and agri-food industry, not just in Canada, but around the globe.

The *Canadian Agriculture and Food Celebration* highlights the importance of the agriculture and food sector, its remarkable contributions to Canada throughout history, and its potential to provide jobs and stimulate economic growth. As Canadians, we are fortunate to have an abundant supply of safe and nutritious food for which we can thank the nearly two million people who are feeding the Canadian spirit.

Lyle Vanclief

Minister of Agriculture and Agri-Food



Agriculture and  
Food Celebration  
Fête de l'Agriculture  
et de l'Alimentation

Look for more information on AAFC programs and services on our Web site at: [www.agr.ca](http://www.agr.ca)



## Safeguarding Canadian Food, Plants, and Animals

- Who works to provide a safe food supply for Canadians?
- Who inspects our animals and plants, keeping foreign diseases and pests out of the country?
- Who checks to see that food coming into the country meets Canadian standards for safety?
- Who keeps tabs on the feeds, seeds and fertilizers that our growers depend on?

That - and much more - is the business of the Canadian Food Inspection Agency. We work with consumers, industries and other government agencies to build one of the safest food systems in the world.

### Our Mandate

To enhance the effectiveness and efficiency of federal inspection and related services for food and animal and plant health.

### Our Mission

Safe food, consumer protection, market access.

### Where to Find Us

Information about the programs and services of the Canadian Food Inspection Agency is available at

[www.cfia-acia.agr.ca](http://www.cfia-acia.agr.ca)



Canadian Food  
Inspection Agency

Agence canadienne  
d'inspection des aliments

## DID YOU KNOW?

EVENTS ARE BEING HELD across the country throughout October to launch the first Canadian Agriculture and Food Celebration. These activities highlight the importance of the agriculture and food sector, its remarkable contributions to Canada throughout history and its ability to provide jobs and stimulate economic growth. The events provide an opportunity to acknowledge and thank the nearly two million people involved in the agriculture and food industry.

IF YOU ARE TODAY, THANK A FARMER! There is a lot of cost, debt and risk involved in producing what ends up on the dinner plate. While 3,000 loaves of bread can be made from the wheat produced on one hectare, the farmer must pay for seed, fertilizer, machinery, fuel, labour, buildings and insurance. The farmer also has to rely on good luck because despite all his or her preparations the crops are still at the mercy of the weather.



the colour pigments responsible for the reds, pinks and blues of many of our foods. These colour pigments have antioxidants, which act as scavengers, helping prevent cell and tissue damage that could lead to disease. The best way to ensure adequate intake of all antioxidant nutrients is through a balanced diet of five to eight servings of fruits and vegetables a day.



WORLD FOOD DAY is an annual event held on October 16. There are more than 100 million people in developing countries afflicted by chronic hunger, including 200 million children under the age of five – many of whom are the youth highlighted in this year's World Food Day theme, The 1999 World Food Day Theme, Food Against Hunger, focuses attention on what young people are doing around the world to defeat hunger. For more information visit [www.fao.org](http://www.fao.org).

CAN COLOUR PREVENT CANCER? Red wine, red onions, blueberries and cherries could go from the table to the medicine cabinet. Scientists at Agriculture and Agri-Food Canada are looking at

CRANBERRIES ARE NOT JUST for holiday feasts anymore. They are everywhere these days – in jams and sauces as well as juices, muffins, and candy. Canadians are rediscovering traditional comfort foods and reinventing them to suit our current tastes. About 75 per cent of Canada's cranberry production is currently channelled into juice which is often mixed with apple and raspberry juices.

### RIDDLE

Here is a job description. Can you figure out what this person does for a living? Horticulturalist, market gardener, CEO, veterinary assistant, engineer, environmentalist, financial analyst, heavy machinery operator, chemist.

The best workplace is always

HARVESTING THE GOODBITS. What is the best way to keep carrots, beets and other leafy root vegetables fresh and tasty? Remove the leaves and store the vegetables in a plastic bag with air holes. If the leaves are not removed, the sap continues to flow from the root to the leaf, depriving the part we eat of some of its nutrients and flavor.



## TASTY RAYS

Did you know that different parts of the same fruit taste sweeter? The sweetest part is the blossom end of the fruit. This is because the blossom end develops more sugar as it is exposed to the sun longer. Fruits grown in temperate zones such as Canada have about 10 to 25 per cent sugar while those grown in the tropics such as bananas and figs range from 30 to 40 per cent sugar. Over half of Canadian fruit production is sent to the processing industry to make juice, pie fillers and wine.

## Milk. What an excellent choice.

The milk that we produce in our country is one of the safest, most inspected and most frequently monitored foods in the world. No wonder it's a staple food for people throughout our country.

### Before it passes your inspection, it has to pass ours.

Everyday, people count on dairy products for the high quality of nutrition they provide. That's why farmers, processors and retailers adhere to such strict regulations and work with the Federal and Provincial governments at every level to ensure that the milk products you receive are of the highest possible quality.

Some very absorbing facts. Milk products – milk, cheese and yogurt – are our primary source of calcium, and it's easy to see why. Contrary to many other food sources, the calcium in milk products is high quality, which means that it's readily absorbed by our bodies. Milk products are also a source of phosphorus, magnesium, protein, vitamin A, and, in milk, vitamin D. Like calcium, all these nutrients are essential for healthy bones.

And what about the fat content? Dairy products, butter included, contribute just 22% of the fat in the average Canadian diet. Compare that to the close to 60% added by vegetable fats and oils!

A sensible choice at a sensible price. Canadian consumers can, at any time, buy high quality dairy products at reasonable prices, mainly because our dairy industry operates under a system of supply management. This means that Canadian dairy producers receive relatively stable returns for the milk they produce, with the result that consumers in Canada do not have to deal with drastic price increases at the retail level. This is not the case in the U.S. where there is no supply management system. An ACNielsen-Canada survey conducted in June 1999, revealed that U.S. consumers pay, on average, 17% more for a basket of dairy products than Canadian consumers.

Ensuring the safety of the milk supply is a primary concern of the dairy industry. For this reason, when you see this logo, you know that the milk products you are buying meet the highest quality standards.



[www.dairyfarmers.org](http://www.dairyfarmers.org)



Dairy Farmers of Canada

## AGRICULTURE MEANS BUSINESS

DID YOU KNOW THE AGRICULTURE and agri-food sector is the country's third largest employer? It provides employment to one in seven Canadians and contributed \$4.6 billion to the country's trade surplus in 1998. In fact, not only is the agri-food sector one of the oldest of the economy, it is also one of Canada's top five industries, valued at nearly \$95 billion annually. It provides a wide range of high-quality products from all regions of the country, plays a vital role in the strength of the Canadian economy and makes a significant contribution to rural communities.

## HIGH-TECH, HIGH DIVIDENDS



Our reputation for world-class research and development lies in our ability to transform our products — indeed our business — to meet the needs of a changing world, while at the same time, take good care of our natural resources. This is why Canada's agriculture and food sector has become one of the most dynamic high-tech industries in the country. Being on the leading edge often pays big dividends. Potato research, for instance, has added \$5 billion to Canada's economy over the past 25 years. Agriculture and Agri-Food Canada will spend over \$350 million in agri-food research this year.

Our homegrown excellence translates into increased sales in world markets, and creates a strong sector and more jobs across the country.



## MARKETING OUR PRODUCTS HERE AND ABROAD

Our domestic market remains healthy and strong, with Canadian consumers spending billions of dollars in our retail and food service establishments. Yet, for the average Canadian family, food and beverage costs, as a portion of the household income, rank among the lowest in the world.

The U.S., Japan and the European Union — representing about 80 per cent of our exports — remain our most important trading partners. Other priority markets are China/Hong Kong, South Korea, Taiwan, Mexico and Brazil. We see also

looking at some new and exciting markets, such as Singapore — a major gateway to Asia.



## THE GREAT WALL OF CHIPS...

Value-added products, such as processed meats, baked goods, and canned and frozen fruits and vegetables, are the fastest-growing and most profitable part of the world's agri-food trade. French fries, made from Canadian potatoes, are enjoyed by consumers from Asia to Latin America. In 1998, exports of frozen potato products reached the record high of \$462 million, with 1999 expected to yield even higher sales.

## HEALTHY OIL

Not only is canola a Canadian invention, it is our second most exported crop — next to wheat — with foreign sales of over \$2 billion in 1998. The term "canola" is a combination of the words Canada and oil. Widely used to produce various foods, such as margarine and salad oil, canola is known worldwide as a healthy oil. Thanks to canola, millions of people around the world can now enjoy healthier snacks whether they be cakes, cookies or fried foods.

## Missing Something?



## Royal Bank has solutions for agribusinesses like yours.

You've built your business by knowing your industry, your customers and your technology. That's the big story. But the smaller things can make a difference, too.

Royal Bank understands that every agribusiness has its challenges, and that your needs are different from other businesses. That's why we're bringing you specialized products and services, like inventory financing, electronic cash management, payroll services, debt and equity financing and more.

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## RELIEF FOR BUSY HOUSEHOLDS

Pre-packaged and ready-to-eat meals offered in the grocery store are stealing in popularity because a tasty dinner can now be ready in 20 minutes or less. Canadian food processors are targeting this trend and creating award-winning frozen and packaged food products. The microwave has revolutionized the family dinner table to the extent that children can often fix a nutritious meal or snack while waiting for their parents to arrive home. Despite their busy households, about 70 per cent of Canadian families still spend their main meal together at the dinner table.



## BARBECUING IS HOT!

Beef, pork and chicken are ground for a boost, especially in barbecue cuts. Canada are flaunting their outdoor spirit by barbecuing our prime cuts of meat year round. On the other side of the grill is also cooking up a hot trend. Veggie burgers are appealing to youth who want an alternative burger. The trend has worked its way into the fast food chains with convenient adding for vegetarian alternatives on the menu.

## YUM-YUM

Caveatans are licking up the cream! It is not just a dab of whipped cream in your desserts or coffee though, it is slowly becoming ice cream, flavoured cream cheeses, creamy cheese sauces for pasta or vegetables and creamy puddings. Not only can some of these creamy treats be enjoyed as low fat but they are also full of nutritious and wholesome Canadian milk.



## TASTE BUDS ARE STANDING UP AND SPEAKING OUT!

Coffee entrepreneurs are blending new taste combinations and Canadians are sipping up the flavours. Creating a coffee now means adding full-bodied coffee beans and adding much goodness that has been blended with a wonderfully smooth cream. Coffee has turned into espressos, caffè mochas, chilis, lattes, brûlées, cappuccinos, caramel corns. Oh my! Canadian coffee roasters, perked up a value added industry worth \$200 million in 1999 by importing the coffee beans, roasting them and exporting the product into the lucrative U.S. market.

## GROWING ORGANIC MARKETS

There is a growing consumer demand for organic products. Organic food is now commonplace in many grocery stores. While organic retail sales currently make



up less than 10 per cent of the overall market, sales are expected to increase. Fruits and vegetables were the traditional organic staples, but the industry has now broadened to include grains, meat and milk products.

## NUTRACEUTICALS AND FUNCTIONAL FOODS: NEW KIDS ON THE BLOCK

The last decade of the millennium has brought about a tremendous change in attitude towards food and nutrition. Previously seen as a pleasure or a necessity, foods are now considered for

medicinal or disease-prevention purposes. This change in attitude explains the boom in the nutraceuticals and functional foods industry and its promising future.

Both nutraceuticals and functional foods are foods deemed to be more than nutritious, they offer health benefits as well. While nutraceuticals are products manufactured from food but sold in the form of pills, powders or pastes, functional foods resemble conventional



foods. Soluble fibre in oat bran which helps reduce cholesterol, and yogurt which can provide beneficial bacteria are examples of functional foods.

Although the nutraceuticals and functional foods industry is relatively new, its future shows promise. In fact, its worldwide market is expected to grow by several billion dollars by the year 2005, which represents a higher growth rate than that of the food industry as a whole.

## Fight BAC!

Each year, many Canadians are affected by food-borne illness, also known as food poisoning.

Most often, symptoms of food-borne illness include stomach cramps, nausea, vomiting, diarrhea and fever.

To help reduce the number of cases of foodborne illness, a nationwide campaign, called Fight BAC!™ (Bacteria), has been launched. Fight BAC!™ uses simple messages to inform consumers of just how easy it is to handle and prepare food safely.



## Clean

Wash hands and surfaces often. Wash all produce thoroughly before eating or cooking.

## Separate

Do not cross-contaminate. Keep raw meat, poultry and other produce separate during storage and preparation. Use separate cutting boards for meats and vegetables.

## Cook

Cook to proper temperatures. Serve food immediately so it does not linger at room temperature where bacteria can grow.

## Chill

Refrigerate promptly. Refrigerate or freeze perishables, prepared food and leftovers within two hours.

## Healthy soils Essential for growing food needs



Canada's fertilizer industry is proud to supply farmers with the plant nutrients essential to the high yielding crops of today. Four major nutrients - nitrogen, phosphate, potash and sulphur - nourish the soil by replacing the nutrients removed by harvested crops.

The fertilizer industry plays a very important role in ensuring that world food needs can be economically and sustainably met. It is estimated that 40 percent of yield increases in Canada - 25 percent worldwide - are due to mineral fertilizers. In essence, you could say that fertilizer feeds the world. Recognizing that the world's population is expected to increase dramatically over the next two decades to nearly eight billion people, better and more efficient use of fertilizer around the world will provide food for our future.

Governments recognize the importance of agriculture in our modern world. To enhance agricultural awareness, many provinces have "Ag-in-the-Classroom" programs. The Canadian fertilizer industry supports these programs and has developed a teaching resource, Lunch Kit for Growing Plants. The Lunch Kit provides an exciting hands-on experience for school children on how plants grow.



The Canadian fertilizer industry believes that by emphasizing the responsible production and use of fertilizer, and by nourishing the soil, they make a valuable contribution to the sustainability of world food products. To learn more visit the Canadian Fertilizer Institute (CFI) at [www.cfi.ca](http://www.cfi.ca).

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## A NOSE FOR "NO-NOS"

You have heard of drug and bomb detecting dogs... Food detecting dogs also exist! The Canadian Food Inspection Agency's (CFIA) detector dogs are brought with a nose for food and other smuggled products. Foods, animals and plants, cannot be brought into Canada undetected because they may cause disease.



At airports, these specially trained dogs sniff out undeclared plants and animals brought into Canada. According to CFIA officials, three times as many smuggled products are found when the dogs are on duty among their most amazing finds have been exotic pets such as snakes and

birds hidden in jars, work boots covered in foreign soil and a Polish national vacuum packed in a tennis ball container!

Working at Vancouver, Toronto and Montreal International

## THE SCIENCE BEHIND FOOD A GROWING APPETITE

RESEARCHERS ARE LOOKING INTO NEW LINKS among food and health, medicine, greenhouse gas reduction, climate change, and ultimately, solutions to the world's food security problems. Research in innovative areas such as agricultural biotechnology, nutraceuticals and molecular farming has opened up new possibilities and product areas that were unheard of only a generation ago.

### SAFETY COMES FIRST

Canada prides itself on having one of the world's safest food supplies, and we want to continue to live up to that reputation. Thorough safety assessments are conducted on all new agricultural products — including those derived through biotechnology — to protect the health and safety of humans, animals and the environment.

The Canadian Food Inspection Agency (CFIA) has the responsibility of carrying out safety assessments for plants with new traits, new livestock feeds, new fertilizers and new veterinary biologics such as vaccines, including those derived from biotechnology. Health Canada is responsible for carrying out food safety assessments for new foods, including those developed using biotechnology. Rigorous and comprehensive reviews of these new products are undertaken to assess their safety. Guidelines for these assessments have been developed through comprehensive stakeholder consultations, reflecting principles shared by international bodies such as the United Nations World Health and Food and Agriculture organizations.

### INNOVATIVE FIELDS

Biotechnology offers more precise tools for obtaining improved qualities in plants more quickly than conventional plant breeding. Genetic research also permits the development of products with unique qualities beneficial for health and nutrition.

Biotechnology can bring about im-



proved crops that are more resistant to disease, insects and changing climate conditions. It also promises increased production in ways that could be more environmentally friendly than past practices.

For consumers, biotechnology can mean new choices in the supermarket. Research is under way to improve the nutritional value of food. Milk products, for instance, are being changed to remove ingredients such as lactose. As well, agricultural scientists are working on a wheat that contains more protein. This stronger wheat could help to improve the quality of frozen dough prod-



ucts. For farmers, genetic research can mean plants that require fewer chemical pest control products. For all Canadians, it means the availability of new diagnostic tools to confirm the safety of food products and new vaccines to treat animal diseases.

Work has begun on the development of a Canadian standard for the voluntary labelling of foods derived from biotechnology. This project, launched by the Canadian Council of Grocery Distributors and the Canadian General Standards Board, will give consumers consistent information to help them make choices about what they buy. Consumer groups, food companies, producers and government are all providing advice about the development of the standard.

### MOLECULAR FARMING

Canadian scientists are developing expertise in molecular farming, a technique using plants to produce valuable proteins for the treatment and prevention of diseases. This marriage of agriculture to health care holds the promise of high-quality, cost-effective vaccines and treatments for human and animal ailments. For example, people who suffer from inflammatory bowel disease, a fairly common and painful malady, may be among the first to benefit. Agricultural scientists are working with medical researchers to test tobacco plants that have been genetically enhanced to produce a protein called interleukin-6. This protein could be an important element in the treatment of the condition.

## AGRICULTURE AND THE ENVIRONMENT ENVIRONMENTAL STEWARDSHIP

CANADA IS NOT ONLY ONE OF THE WORLD'S TOP food producers and suppliers, it is also a leader in addressing environmental concerns. By using nutrients and pesticides efficiently, reducing greenhouse gas emissions and conserving our soil and water, the agriculture and agri-food industry is helping to protect the environment for generations to come.



### IMPROVING AIR QUALITY

Air quality will remain one of Canada's top environmental priorities into the 21st century. The federal government is committed to reducing greenhouse gas emissions and is working with all industries to hit a national reduction target of six per cent by 2004.

Currently, it is estimated that 30 per cent of the country's greenhouse gas emissions come from agriculture. The three main sources are methane from livestock, nitrous oxide from fertilizers and livestock, and carbon dioxide. The global warming potential of these three gases, however, is not equal — methane is 30 times higher than carbon dioxide and nitrous oxide over 300 times higher. On the other side of the balance sheet, the amount of carbon dioxide emissions from soils has decreased substantially over the past 15 years, due to improved land practices, such as reduced tillage — which means seeding with minimal disturbance to the soil. This not only helps build organic matter, thereby storing carbon, it also reduces soil erosion and improves wildlife habitats. Planting trees as shelterbelts has also helped to store carbon and reduce wind erosion.

The Government of Canada is working with provincial and territorial governments, industry and environmental groups to identify other practices aimed at improving air quality, including improved soil and animal waste management, better fuel efficiency and increased production of biofuels, such as ethanol. Ethanol, which can be used to power farm equipment, is also an alternative fuel for cars and other motor vehicles to lower emissions.

### PEST MANAGEMENT

Without pest management, crop losses would average 40 per cent. While most farmers use herbicides and pesticides to control weeds, diseases and insects, amounts used have decreased over the years. Plus, farmers can now opt for an increasing number of environmentally friendly products that control specific pests and weeds.

Along with the development of environmentally friendly products, government and industry are also researching biological pest control methods. For example, caterpillars are very detrimental to orchards because they girdle up the sap before a tree is picked. To eliminate this problem, the caterpillars' reproductive cycle can be broken by releasing sterile moths into a

full orchard. When the sterile moths mate with fertile wild moths, the resulting eggs do not develop into caterpillars.

### THE QUALITY OF OUR WATER

Having some of the biggest fresh-water lakes in the world has not exempted Canada from one of humankind's oldest and most important endeavours, the quest for pure and plentiful water. Preventing nutrients, such as nitrogen and phosphorus, from entering the water table is an ongoing concern for farmers. For example, farmers in the Saguenay Fjord watershed in Quebec have used federal, provincial and private funds to build better manure storage structures, stabilize river banks and restrict animal access to rivers. They have also adopted conservation farming practices that target fertilizers to specific sites, thus gaining both economic and environmental benefits. The result — improved water quality.

### PRECISION FARMING

Some farmers are now using new technologies like precision farming to help protect the environment. Precision farming means downloading information from satellites directly to a computer in farmers' tractors. The satellite can pinpoint where to apply fertilizers and pesticides at optimum rates rather than spreading them over the whole field. This saves farmers money and also helps keep the use of agricultural chemicals at a minimum. Precision farming can also save tractor fuel by allowing farmers to cover the ground more efficiently.



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## Personal Finance

### Money talks

Offering spiritual guidance and monetary advice, Lou Barab's *Financial Serenity: Successful Financial Planning and Investment for Women*, published by Prentice Hall Canada, counsels women on how to part in a career and a family. Through questionnaires and anecdotes, Barab explores women's first of money (both having too little and having too, but always wanting more) while advising them on estate planning, mutual funds and RRSPs.

### Going for gold

With the price of gold up more than \$50 (U.S.) since it hit a 20-year low of \$152.55 (U.S.) this summer, bank customers have been snapping up bits of the precious metal in hopes that the value will keep climbing. Sales have been strong since European central banks announced restrictions on the sale of their gold reserves on Sept. 26. "Nobody wanted [gold] at \$250, but everybody wants it at \$300," says George Diago, vice-president of precious metals marketing at BDC Dominion Securities Inc.

### Smog expense

Eighty per cent of Canadians would consider environmental issues in the purchase of a new car or truck, according to a survey by Toronto-based Ennio & Young and Motor Automotive Research Group. The poll finds 42 per cent willing to pay \$2,000 more for a greener vehicle—welcome news to the automotive industry.

### Breathing it in

By region, the percentage who consider environmental concerns important in car buying:

| Region           | Percentage |
|------------------|------------|
| Atlantic         | 52         |
| Quebec           | 48         |
| Ontario          | 43         |
| Manitoba         | 41         |
| Alberta          | 38         |
| British Columbia | 33         |

### Foreign territory for RRSP funds

Consumers may soon be allowed to put more retirement savings into global securities. The federal government, which has long limited that foreign content restrictions on registered investment savings plans would be eased, is considering changes that could come into effect as early as next February's budget. At present, there is a 20 per cent cap on foreign assets in RRSP portfolios.

Part of the government's hurry is that Canadians have not been strong back waiting for the rule change. The Investment Funds Institute of Canada estimates that nearly half the new money invested in long-term mutual funds in the past two months has gone into so-called close RRSP funds. The newly



developed closer are derivatives to mirror the performance of foreign funds, and use the latest method of legally skirting the 20 per cent rule. They are expected to be one of the hottest sellers in RRSP season.

### A fund riding the tides of the TSE

Canadians can now choose the action of the Standard & Poor's Toronto Stock Exchange 60 index, which was launched last year and will eventually replace the TSE 300 and the Toronto 35 as that stock market's blue-chip index. Now, investors can purchase units of the S&P/TSE 60 Index Participation Fund. Each of the companies represented on the S&P/TSE 60 accounts for a percentage of the whole index and the Participation mutual fund mirrors the weighting of these holdings. But unlike other index-based mutual funds, this investment vehicle is listed and traded on the stock exchange. Although the fund only started trading on Oct. 4, it's already one of the largest index mutual funds in the country.

But while popular, share prices of the S&P/TSE 60 fund could prove volatile. High-flying Nortel Networks Corp. and its controlling shareholder, BCE Inc., account for 25 per cent of the new index. While Nortel stock has skyrocketed 250 per cent over the past year, any significant price drop would hit the index, and the mutual fund, hard.

### Forecast: savings bond sales

Every autumn the leaves change colour—and the government starts selling Canada Savings Bonds. This year, there are two types available: the original CSBs, which may be cashed any time and pay four per cent in the first year; and Canada Premium Bonds, which offer a return of 4.65 per cent for the first year and may only be redeemed annually. The premium issue was a hit

when it was introduced last year, accounting for nearly half the \$5.1 billion in savings bond sales. Still, with home-paying investment vehicles, sales of CSBs have fallen by nearly a third in the past five years. John Greenwood, a ScotiaMcLeod Inc. investment executive, is not expecting the slide to stop this year. "There are better places to park money with the same security."

## Goodall's spiritual journey

One of the world's most famous women scientists bares her soul

Four decades of close-range observation of chimpanzees has given Jane Goodall unprecedented insights not only into humanity's closest relatives, but also into humanity itself. Goodall's autobiography, *Reason for Hope*, tells how far she has come from the unassuming 26-year-old animal lover who went to Tanzania's Gombe National Park in 1960. As the first behavioural to witness chimpanzees use tools and act strategically, Goodall is responsible to any scientist for showing the shrewd human since thought to separate humans from all other life.

And just in case too, she believes. Goodall, whose life story will be televised on the American PBS network on Oct. 27, confesses herself frequently "depressed about environmental destruction." But she finds one reason to have faith in the future: the fact that "there are growing numbers of people who realize that animals are not things, but beings worthy of respect." If humanity is going to survive an ailing ecological crisis, claims Goodall, every individual has to take a crucial step on the path of "moral evolution"—it is desperately important for us to see our connection with other living creatures.

Goodall has herself walked a long way down that path. Now 65, with homes in her native England and in Tanzania, she spends up to 300 days a year



proclaiming her message of animal respect. Goodall has not entirely abandoned the Christianity of her upbringing—"I'm not a Christian," she says, but she has expanded her notion of its afterlife: "I believe I shall meet some special beings—Raeley [her childhood pet dog], Graybeard and Flo [chimpanzee]—in some form or other after death."

Goodall, every individual has to take a crucial step

## Masters of magic

*Siegfried and Roy* have done pretty well for what Roy calls "two immigrants from the old country." Siegfried Fischlerberg, 60, and Roy Uwe Ludwig, 55, are known singly as S & R in Las Vegas, where their illusion and magic show, starting the duo and their 50 white lions and tigers, has played to more than 30 million people—including every American president since Jimmy Carter—and grossed more than \$1 billion since 1990, making them the most popular Las Vegas act ever. And now there is its latest 3-D movie based on their lives and show called *Siegfried & Roy: The*



*Siegfried (left) and Roy, best-selling act*

*Magix*. Roy: "We did the film to bring our show to the fans who might never make it to Vegas," says Siegfried in his heavily accented English. "And the best part is we play ourselves."

Siegfried, born in Rastatt, Ger-

many, and Roy, a native of Nuremberg, Germany, met when they were working on a cruise ship in 1957, and have been partners ever since. They jointly own two casinos in the Las Vegas area, Little Forests and Jungle Palace, where they live with their animals. And Siegfried and Roy look alike, tanned, slim and not a day over 45. When questioned, the duo act like a married couple, sometimes interrupting each other and other times finishing the other's sentence. "Even after all these years it is a clash of the titans, as we have different personalities," says Roy. Adds Siegfried: "Sometimes we fight and we don't know what will happen. But then we take the time and realize what we have created."



Ann Dowsett Johnston

## Beware the techno-gods

Let's face it: when it comes to educational fads, the world divides pretty tidily into two camps—those who worship at the altar of technology, and those who don't. You either believe that computers are the key to enlightenment, or you do not. If you count yourself to be a non-believer, you're in good company: this spring, a major national poll reported that 95 per cent of Canadian think that there is too much emphasis being put on computers in schools. But be forewarned: last week, principals of schools representing two-thirds of Canadian students cited a need for more computers.

That may be good news for Ron MacDonald, president of the Montreal-based Athena Educational Partners Inc., and the man man behind the Youth News Network. Computers are one of the major causes that MacDonald has set up to sell the YNN deal to 30 schools in six provinces. Here's how the deal works: Athena installs an average of \$250,000 worth of Hewlett-Packard computers, 27-inch TV monitors, VCRs and a rooftop satellite dish in each school. In return, the school will broadcast YNN on a daily basis 10 minutes of teen-focused current affairs, plus 2½ minutes of commercials. "We're giving it a test drive," says Ron Hildebrand, principal of Kildonan East Collegiate in Winnipeg. "We want to level the playing field for students who do not have high-level computers at home. And we want them to be more knowledgeable about the spin that advertisers put on things. Students need more opportunities to be critical."

Let me get this straight: they're playing dirty commercials in the classrooms to raise critical skills? I took a gender in YNN's own demo tape, and I can say this much: there's plenty to be critical about. How about the news clip on genetically altered food that says that biotechnology leads to a reduction in pesticide use? Or the item that tells kids that the Nikes are more because the Canadian dollar is low—I think so overprinting an social program? All that, and all of between ads for Dentyne, Com Ops and Nintendo Super Nintendo like a Russian Czar's top.

Newly elected Manitoba Premier Gary Doer seems to think so, too. Doer has vowed to boost YNN out of the eight Manitoba schools that have signed up. This week, MacDonald and Hildebrand will host an open house to showcase the new equipment at Kildonan East, which happens to be in Doer's riding. They're hoping that the new NDP education

minister will drop by, and perhaps be converted. For chance, if the minister has any common sense. Students need to know how to use technology. They don't need to be used by it.

If he's worth his salt, the new minister will not be easily fooled. Chances are, he's boring up on his subject, reading the many studies that champion the arts for fostering academic achievement. Say, for example, the report from the American College Entrance Examination Board in 1995, showing that students who course work in the arts or music performance outperformed their competitors by 59 points in verbal and 64 points in math on their Scholastic Aptitude Tests. "There's a pile of literature that says those who have meaningful and sustained access to the arts do better on standardized tests," says Rita Upitis, dean of education at Queen's University. "With a little imagination, you could provide the materials for a year-long art program for an entire school—all for the price of a single stamp. It's a crime people still make aware of this."

Perhaps they will be, thanks to the \$3.5-million Learning Through the Arts Program, a national initiative launched by the Royal Conservatory of Music and several partners this fall. Operating on the premise that students learn more effectively when they are *actively* engaged, 55 schools from Vancouver to Corner Brook, Nfld., are taking part in this three-year project. Together, artists and teachers are integrating the arts throughout the entire curriculum for 20,000 students in Grades 1 through 8. Danon being geometry and science to life, permeation work in global studies, pronunciation and workers help visualize mathematical concepts.

What this offers is a unique chance to examine the outcome on a national basis—a golden opportunity, in this new culture, to ask some tough, unfashionable questions about learning. The Harvard-educated Upitis has designed and will oversee a major national study involving teachers from across the country over the next three years. Together, they will examine the impact of Learning Through the Arts, drawing comparisons with schools that have used school-age a priority, and those without a specialized mandate.

For all those parents attending the open house at Kildonan East this week, I leave you with this: technology is a tool; creativity is a lifelong asset. If education is one promotion's debt on the next, with a few extra computers and commercials in the classroom, truly make good on that promise!



Upitis, leading the arts





Bob Levin

## The wonder of Wilt

I first saw him in the comfortable bath at Cavanaugh Hall, where the old Philadelphia Warrior played. I was maybe seven years old, clutching my father's hand, peered against the wall of the runway when the player passed on their way to the locker, and then he was The Big Dipper, Wilt the Sea himself. I stood straight at his knees, then propped up, up, up at a human being the size of a building, caught a whiff of the pungent sweat of hoops combat, and then he was gone.

Or rather, that he was again mostly on television, or in the paper, and above all in the imagination, for where else do giants live? There was the one up Jack's beanstalk, the jolly green one on the can of peas. And there was Wilt: Wilson Norman Chamberlain, a Philly boy who just grew and grew—a skinny six feet, three inches by the time he was 12, a mammoth seven-foot-one and nearly 300 lb. in his prime, when he dominated the NBA as few athletes have ever dominated their games. Babe Ruth, Muhammad Ali, Pelé, Michael Jordan, Wayne Gretzky: those are his fellow immortals, the ones who transcended sport to become icons of an age. And Wilt had that mythic size and strength to boot. "He always seemed indestructible," said Al Domestico, the trainer for the Philadelphia 76ers, the coach of Wilt's four NBA teams over his 14-year career. "I just can't believe he died in bed. I would have thought it would take a truck to kill him."

Yes, Wilt died last week, of congestive heart failure at age 63, at his hilltop mansion in Los Angeles. But he still looms large in the record books and in the mind: the top rebounder and now-second-leading scorer (to Kareem Abdul-Jabbar) in NBA history, a four-time league MVP who would give you with his only Boston Celtics rival, Bill Russell, a man who in 1961-1962 averaged more than 50 points and 25 rebounds a game (compared with less than 27 points and 13 rebounds for last year's leader), and perhaps most strikingly, the only player to score 100 points in a single NBA contest (more than any team score today), humiliating the New York Knicks on March 2, 1962. "I spent 12 years in his shadow, and I always carried that 700-point game on my shoulders," said Charles Barkley, the smaller center who guarded Wilt that fateful night.

Then, of course, there are Wilt's off-the-court conquests, most notoriously his clams, in a 1991 autobiography to have bedded more than 20,000 women. (The Big Dipper indeed—a hour that seem sleepless nothing to their calculations and anxiety over scrambling to their palps. The never-married Chamberlain later fessed up that, yes, he didn't mean it literally, he was just trying to sell some books. But he never denied liking

the ladies or indulging their often-temperament curiosity about whether he was, well, propensuous. I recall one story about a flight attendant who found

out firsthand in an airplane washroom. The road hoggles. And yet, for all his formidable statistics, there was always a little Rodney Dangerfield in Wilt, a man who couldn't get no respect. "Nobody roots for Goliath," he would say ruefully, but it was a lot more than that. This was a lad off the Philly streets, overwhelming opponents at Overbrook High and later the University of Kansas before crashing the NBA scene in 1959—big, black, proud, outspoken and seriously scary to white America. "There was this fear that I would completely annihilate the game—yes, a black man," he told *The Philadelphia Daily News* last May.

Some put down his mounting success to height alone, ignoring his marvelous running and leaping ability, his courtman endurance, and not the least his brains. (He's not even that vertically extraordinary by today's standards; the league's tallest freestanding structure, Ghassheh Mousavi, is seven-feet-seven.) He was blinded when his teams failed to win titles, so he transformed himself from a scorer into a passer—and helped mold the 76ers of 1966-1967 into champions. He later went again with the Los Angeles Lakers, but that's still just two championships to Russell's 11.

His peers, however, knew how great he was and, despite his naturally gentle nature, how intimidating. As quoted in *The Philadelphia Inquirer*, former Celtics forward Tomamy Henshaw recalls being ordered to block Wilt from chasing Russell upcourt. "This was a suicide mission," Henshaw said. "After a couple of games, Wilt says to me, 'You do that to me again, I'm going to knock you on your ass.' So he did. I did from the top of the key to midcourt. He goes to level me with a punch, let it fly and I'm saying, 'Did I leave a welt?'" Instead Wilt hit a basketball in the head and broke his hand—but kept playing anyway.

So what did Wilt do after retiring in 1973? Scored big financially, of course, spinning real estate, stocks and speaking fees into a personal fortune estimated at \$150 million. And he kept on shape playing tennis and volleyball. In 1975, I happened onto him during the lunch on the beach in Santa Monica, Calif.—frantically talking, bawling his liver precancerous as he went, had his hoops insurance—and I thought back to the first time I'd seen him some 15 years earlier, and he still looked like a giant.

Now one less giant walks the earth, and Wilt is finally getting his due. He knew he would eventually say, "You're only as big as you feel when you're laid to rest." Big, and smart, too.



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# Pilgrim soul

While many of his contemporaries revisit familiar territory, Bruce Cockburn keeps taking his muse to new places

By Nicholas Jennings

Toronto's Masken Temple hosts a surreal pun, having once hosted performers ranging from Big Crosby and Frank Sinatra to the Meters to Led Zepplin. The madhouse audience also served as a rehearsal space for the Rolling Stones when the group prepared for its 1997 world tour. Now, the hall is home to CTV's *Open Mike* with Mike Bullard. And it was there, on a recent October night, that Bruce Cockburn launched his 25th album. Down in the bowels of the building, the celebrated singer-songwriter, resplendent in a charcoal suit and tangerine shirt, waited for his call to the air. "Television with one of Canada's finest things," whispered his longtime manager, Benne Falkenstein, somewhat nervously. But Cockburn, picking a flurry of songs on his guitar, appeared completely at ease as he watched Bullard on a giant monitor introducing the evening's guests. Even when the talk-show host described him as a "folk icon" and "the social conscience of Canada," the over-eager musician winced only slightly. After the show, Cockburn acknowledged that, at 54, he's grown accustomed to such labels. "I've been around long enough that those sort of things come my way," said Cockburn. The trouble, he added, "comes with this sense that you're part of the landscape and people feel there's nothing new to think out."

Cockburn needsn't worry. People have also come to expect innovation from the Ottawa-born artist—and he's rarely let them down. Over the course of his 30-year career, Cockburn has evolved musically from folkie and jazz-dabbler to new wave and roots-rockers. And during this time, his willingness to change has been duly rewarded. His albums



have sold more than eight million copies worldwide, and he's won 10 Juno Awards, as well as being honored with the Order of Canada, a Governor General's Performing Arts Award and an honorary doctorate from Queen's University. He's also a member of the Order of Ontario, where he once studied jazz composition.

Now, in a year when most of his contemporaries are settling on their laurels, Cockburn continues to push himself. His last album, 1993's *The Cherry Heist*, was widely hailed as one of his strongest to date. His latest, *Blessful as New Orleans* (Dineen/Timbaland), is at least as accomplished. "Bruce Cockburn goes better with every al-

bure," concluded London's *Independent* newspaper recently—a view shared by *Billboard* magazine, which called *Blessful* one of Cockburn's "most successful experiments yet." Already, the album has spawned a hit south of the border. *Last Night of the World* is Cockburn's best-charting single in the United States since 1985's controversial *If I Had a Rocket Launcher*. Now performing solo in Europe, Cockburn returns to Canada for a full-band tour that opens in Nanaimo, B.C., on Feb. 7 and closes in Toronto on March 25.

Sitting in a Tim Hortons up the road from the Masken Temple after his *Blessful* appearance, the silver-haired singer reflects on his artistic journey. "I got bored really early," he chuckles over a dinner of mango chicken and rice. Turning more serious, Cockburn adds: "It's normally true when you get older that there's less creative energy to draw from, and you're less inclined to be on the cutting edge of anything. But you can be on the cutting edge of your own process. If you don't keep moving forward, you stagnate and decay. It's like a film of artist: Darwinism."

Cockburn's evolutionary process is certainly in evidence on *Blessful* (True North/Universal). While the album contains one political number, *Let the Bad Air Out*, which takes a humorous swipe at government corruption, Cockburn's focus has shifted to songs of a more personal nature. Backed by U.S. country singer Lucinda Williams and Margot Timmins of Canadian Cowboy Junction, he sings about sex, love, friendship and destiny on tracks such as

the jazz *Mango*, the folk-bluesy *Look How Far* and the African-tinged *Like Me While You Can*.

Yet Cockburn remains politically active. Last month, he flew to Kosovo to perform at a benefit concert organized by actress Vanessa Redgrave. And in December, he joined En Vogue, Hootie & the Blowfish, Steve Earle, John Pizzarelli, Willie Nelson and Rita Kristofferson in a series of U.S. benefit concerts to support the campaign to end land mines, a cause with which he has long been associated.

Although Cockburn's Christian beliefs remain intact, there is nothing on the new album as explicitly spiritual as 1976's *Land of the Skyfields*. These days, he says, his relationship with God involves "me doing most of the talking. God tends to communicate in little jokes and whispers and occasionally, when I'm not listening, with what my girlfriend calls 'allegedhammer' guidance." The girlfriend is Sally Sweetland, a Vermont-based pianist he met three years ago. At the time, Cockburn had moved from a southern Ontario farm back to Toronto, where he settled in a renovated west-end loft. "I found that I'm an urban person," he says of the move, which brought an end to his competitive equitation and target-shooting activities. "I like the bustle and the hubbub."

Is he comfortable or satisfied at this point in his career and life? "These are words that don't compute for me," says Cockburn. "But I'm having a good time and I feel like I'm going somewhere." *Blessful* is *New Orleans* (Dineen/Timbaland) proves that his muse has been travelling with him. ■

## Cockburn's contemporaries

What a few other Canadian musicians of Bruce Cockburn's generation are up to

DAN HILL, 45

Best known for: *Semester When We Touch*, his sensitive, gay response to 1977

When he has been writing his songs for others, including Céline Dion (*Swish Me*), from his home in Toronto

Current album: *Love of My Life* (The Best of Dan Hill [Sony])

Best thing about it: the honest liner notes, in which he admits that *Semester When We Touch* raised its subject to leave him "Wanting about it, but hearing the above-mentioned song again—the honesty still too much



With the honesty it still too much

DAVID WIFFEN, 57

Best known for: *Under Lady and Around New Testament* (Mercury) When he's been writing songs for others, including Rita McInnis and Wynton Marsalis

in Ottawa and overcoming alcoholism

Current album: *Songs of Sorrow* (S.O.S./True North)

Best thing about it: his world-weary baritone on some of his old gems

Worst thing about it: not enough good new songs

JESSE WINCHESTER, 55

Best known for: *Under Lady and Around New Testament* (Mercury)

When he's been writing songs for others, including Rita McInnis and Wynton Marsalis

Current album: *Crucifixion of Lazarus* (Sugar Hill/Arise)

Best thing about it: the same laid-back southern flavour that made his 1970 self-titled debut such a classic

Worst thing about it: sometimes too laid-back for its own good

N.J.



THE SECRET LIVES OF MACLEAN: INTERVIEWS, SPIRITUALISM  
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## Films

# Marital mediocrity

**The Story of Us**  
*Directed by Rob Reiner*

**The title smacks of pretentious.** Up? Does that refer to the couple in the movie, or the entire baby-boom generation? Probably both. Kate (Michelle Pfeiffer) and Ben (Bruce Willis) are on the brink of divorce, trying to find enough redeeming features to make their 15-year marriage worth saving. The movie presents a similar conundrum—trying to find enough redeeming features to make it worth recommending. Well, there are quite a few funny bits and truthful bits, and some flashes of fine acting from Pfeiffer, who tries to save the movie, and the marriage, with a laughing, crying, show-stopping speech at the finale. But what on earth is Michelle Pfeiffer doing with a scene like Bruce Willis in the first place?

Directed by Rob Reiner, who pops up on-screen as Ben's weekend friend, *The Story of Us* plays like soft-core Woody Allen. The script weaves between juicy dialogue and shrunken sentiment. Many involved actresses. A few screaming fights. And some raucous sex talk among their friends, with lots of Man-Venus moments. Kate and Ben both have career jobs. He writes books, she writes crossword puzzles, yet they seem effortlessly affluent. They have two perfect kids, who are dumped at summer camp while Ben moves out and Kate flirts with a creepy dentist at a Thai cooking class.

There's no much story. The movie riffs through the relationship in flashbacks, with weepy endings from Eric Clapton on the sound track. *The Story of Us* induces marriage to a marriage sequence—an embarrassment to baby boomers everywhere.

Brian D. Johnson

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**ROGERS**



Barbara and Oronod Mitchell: a son and his wife shed light on an icon

## W.O. and the winds of mortality

Loss was a recurring theme for a revered writer

By Brian Bergman

On a Sunday afternoon in May 1922, W.O. Mitchell and his brother Bobbie drove with their mother, Margaret, to a windswept cemetery six miles north of Weyburn, Sask. One year earlier, when Mitchell was just seven years old, his father, Oronod, had died following a golf bladder operation. As he stood by his father's grave site, Mitchell looked up at his mother and saw the train arriving, down her face. "And that's when I knew death," Mitchell recalled several years later. "That it was a step that could not be removed or taken again. That there were things that happened to humans, that there was no turning back."

In their newly published biography, *W.O.: The Life of W.O. Mitchell* (McClelland & Stewart, \$37.95), co-authors Barbara and Oronod Mitchell open with this moving vignette. And for good reason: not only did Mitchell faithfully re-create the cemetery scene in his classic first novel, *Who Has the Wind*, but the themes of fatherhood and early experience of loss

are ones that recur time and again in a distinguished 50-year literary career that spawned eight novels, three short-story collections and six plays. For Mitchell, who died at the age of 83 in 1998 after a lengthy battle with cancer, the sense of man's finiteness was rooted as much in place as in time. The Canadian Prairie, his biographers note, offered a landscape of absence that reinforced the loss of his father—and yet stood above it. Or as Mitchell himself wrote in his inaugural novel: "People were forever born, people forever died, and never were again. Fathers died and sons were born, the present was forever, with its wind whispering through the long, dead grasses, through the long and endless silence."

*W.O.* is the first part of a two-volume biography. Oronod Mitchell is the late novelist's 56-year-old son, named for his grandfather, who is a professor of English at Trent University in Peterborough, Ont. Oronod's wife, Barbara, 55, is a former academic who now works as a freelance writer. Their book recounts Mitchell's life from his 1914

birth in Weyburn, through to the publication of *Who Has the Wind* in 1947. While the truncated format—the second volume isn't due until 2021—denies the reader the full sweep of the man's life, there is, in Mitchell's case, a certain logic in concentrating so much on his formative years. Mitchell believed that between the ages of 5 and 12, a child passes through what he called "the formative years," a period that indelibly stamps the adult—and the artist. By tracing his early life, *W.O.* aptly introduces the man who would become one of Canada's first true literary celebrities.

William Oronod (Bill) Mitchell grew up the second oldest in a family of four boys whose parents were already in contrast. His mother was a pious Scots Presbyterian; Mitchell's chief memories of her revolve around discipline and denial of material pleasures like a new bicycle. His father, who was of Irish descent, came from what Mitchell described as "a family of yeppens" and was far more easygoing—and outgoing. Oronod Mitchell was a pharmacist, but also a professional reader of verse; his bookish and described him as both a "druggist" and an "avant-gardist." He instilled in young Bill a love of reading; Oronod's home library was full of Shakespeare, Twain and Dickens.

By Weyburn standards, the Mitchells were prosperous. Their three-story house, located above their neighbours' homes on 6th Street, and they could afford servants. Mitchell grew up only a block away from unnamed prairie, which became his playground and eventually his inspiration. At the age of 13, he was taken out of school for a season a year because of a molten virus, which he only later learned was the result of bovine tuberculosis. His wife was fixed with an abnormal brain, and he had no casual many physical activities. For

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reach of the day, Mitchell later recalled, "I was the only child also on Ed's Street, in Weyburn, in Saskatchewan, or in the world, and I used to wonder into the prairie a great deal alone." The experience made him a careful observer of life. It also, Mitchell believed, turned him into a writer.

During his adolescent years, Mitchell displayed a curious mix of introspection and exhibitionism. He'd perform these days of social clumsiness and riding. He was also self-conscious about his appearance: in addition to the wrist brace, he wore horn-rimmed glasses to correct a lazy left eye. He was, in his own words, a "speckled withbone of a child with the sage presence of an uncovered character." Yet, at his mother's prodding, Mitchell took elocution lessons and discovered that, like his father, he had the gift of public gab. He became an acrobat and dived on being the centre of attention. "I was a performing elephant," he once said, "a smart-ass."

Mitchell earned these contradictory traits with him throughout his life. Beginning in the 1940s, he became well-known for his often hilarious public readings and folksy television appearances. He perfected a kind of public pose. "Bubbin' Mitchell told *Midwest* last week, 'The need to perform before an audience and needed that feedback.' Ormsdell adds that his father was 'a wonderful storyteller, the male at our house was very loud and lively.' But he also needed solitude. 'I remember as a child, he taught me to fly-fish and duck hunt,' says Ormsdell. "Often, there were these very long introspective moments when we would disappear into our own thought."

Mitchell discovered he wanted to be a writer after keeping a diary of a sugarbeet farmer on through Europe in 1933. During the Depression years, he continued to write short stories—none was published—while supporting himself with odd jobs, including stints as a farmhand and a travelling encyclopedia salesman. Those lean times for Mitchell, he sometimes went up to



Ormsdell (left), W.O., Barbara, Merna, juggling art and family

Mining his own life in his work, W.O. cherished the motto: "Every bit's the truth, but the whole thing's a creative lie"

three days without eating. They also grappled with what would be a lifelong struggle: his desire to produce serious fiction versus the need to make a living.

An early Mitchell short story—one that later formed part of *Who Has Seen the Wind*—was submitted to *Midwest* in 1941. The magazine's fiction editor rejected the piece because it dealt too much with "human afflictions" (Jane character had a club foot and another a cackles), but *Midwest* soon became the publisher of one of Mitchell's most beloved stories—the *Jake and the Kid* ones, which revolved around a fatherless Saskatchewan boy and the hard hand with a penchant for tall tales who befriends him. The first of those stories appeared on Aug. 15, 1942—the same day Mitchell married the former Merna Hinde, his wife for 56 years, the mother of his three children and, as he described her, "my first editor."

But Mitchell's true literary breakthrough came five years later with the publication of *Who Has Seen the Wind*. As his biographer documents, it is an astonishingly autobiographical piece of work, telling the story of prepubescent Bruce, a small-town Saskatchewan boy who lost his father after a gall bladder operation and who searches for signs of God on the prairies. In later fiction, Mitchell continued to mine his own life, often barely bothering to disguise

the names of real people. One of his favorite mottos, "Every bit's the truth, but the whole thing's a creative lie."

*Who Has Seen the Wind* received some attention in both Canada and the United States, but enjoyed only modest sales. Over the years, though, it became a publishing sensation, logging worldwide sales of more than 750,000. Many critics assert that Mitchell never again touched the power of his first novel and launched his sporadic literary output, which was in part due to the demands of supporting a young family. After CBC Radio awarded the *Jake and the Kid* stories to popular acclaim in the 1950s, Mitchell headed out on the lecture circuit—and soon became more famous for being famous than for what he actually wrote. He sometimes bodied it as the stereotype that dogged him. "He used to call *Jake and the Kid* his alter ego," Ormsdell told *Midwest*. "He got very frustrated about being seen as that one-dimensional human from the Prairies."

Those latter years will be the stuff of the final volume of the biography—gleamed, in part, from 14 years of intimate interviews with W.O. and Merna Mitchell prior to their respective deaths in 1998. Near the end, W.O. turned to his daughter-in-law Barbara and said: "I've had a pretty interesting life, haven't I?" Every bit the truth, and so part 4 is. ■

# Automotive Marketplace

ONTARIO



## The www.com Auto Dealer

By Dennis Des Rosiers

**T**ype the word "auto" into any Internet search engine and thousands of Web site addresses will appear on your screen. Automotive links right up there with travel as a destination for Web surfers. In the United States there are now over 100 car buying Web sites and more seem to appear every week.

In Canada, however, this is not the case. The Internet as a vehicle buying channel is only in its very early stages of development in the Canadian auto sector, although over half of Canada's auto dealers have Web sites. There are, however, some independent Web sites such as [auto101.com](http://auto101.com) and [auto101.ca](http://auto101.ca) which are fairly well developed.

As yet, it is difficult to purchase a vehicle in Canada over the Net. So far the Internet players are targeting the functional aspects of purchasing a vehicle rather than the purchase itself. Every vehicle in Canada—without exception—is sold through a Canadian dealer. Even the large rental agencies purchase their vehicles through indepen-

dent car dealers, although the sale is usually negotiated by the factory and put out for bid by individual vehicle dealers. If these agencies cannot get around the vehicle dealer then neither can Web site providers, let alone individual consumers. Therefore, consumers need to be careful. Some sites appear to offer a way to avoid going through a vehicle dealer. They find out which vehicles consumers are interested in purchasing and their contact dealers and buy it. However, most of these brokers are simply independent leasing companies and will only lease the vehicles to the consumer. There is nothing wrong with leasing, but it is not the best way for everyone to acquire a new car, and some consumers may end up in an inappropriate financing contract.

Use of the Internet by vehicle buyers in Canada is behind the American rate for a number of reasons. First, you cannot get dealer invoice pricing over the Net in Canada. In the United States there are a number of sites where consumers can find out exactly what the dealers paid their factories for their vehicles. This information is











development is Ballard Power Systems of Burnaby, B.C., which has been working on the concept since 1993.

Ballard, of which Mercedes-Benz and Ford have become significant shareholders, has teamed with most of the world's major automakers to supply them with experimental fuel cells and technology, and has joined forces closely with DaimlerChrysler and Ford to bring the technology to market.

In principle, Ballard's PEM fuel cell operates exactly as described above, but the structure of the cell is unique. A single cell is made to shape and appearance to a CD case, and only marginally bigger (about 200 mm on each side). At the core of the sandwich assembly is its electrolyte—the Proton Exchange Membrane—*a thin, solid membrane permeable to positive hydrogen ions (protons).*

Bounded to either side of the PEM are similarly thin layers of porous graphite

comprising the electrodes, anode and cathode respectively, with another thin layer of platinum catalyst on the anode.

Ballard has collaborated extensively with the British firm Johnson-Mathey, a supplier of platinum for catalytic converters, to minimize the amount of that costly metal required.

The whole membrane-electrode assembly is further sandwiched between flow field plates, with labyrinthine channels machined into their inner surfaces, through which hydrogen and air are supplied. On one side, hydrogen flows through these channels to the anode, where the platinum catalyst promotes the separation of its electrons.

The remaining hydrogen ions (protons) pass through the PEM to the cathode, where they combine with air pumped by an electrically driven compressor through the channels to the other flow field plate. Those channels

also provide an exit path for the water formed by the reaction—its only chemical byproduct.

Because each cell creates an electrical potential of only 0.6 volts, multiple cells are connected in series, in the form of "stacks," to provide the high voltage required to drive an electric motor. From the output terminals of these stacks, the drive-train of a fuel-cell-powered vehicle is virtually identical to that of a battery-powered electric vehicle.

Cost remains a significant challenge in the commercialization of fuel cells, but the question, it seems, is no longer if the fuel cell will become the powerplant of choice for the 21st century, but rather, *how soon?* ■

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## Books

# The seeds of terror

An Irish master's lively historical tale is stunning

### A Star Called Henry

By Roddy Doyle  
*Knopf/Canada, 343 pages, \$34.95*

Henry Smart is a hard boy, an IRA terrorist and an amoral assassin. He is also a surprisingly sympathetic figure whose motives for violence are not hard to understand. From the moment he is born in 1960, the hero of Roddy Doyle's breathtaking new novel, *A Star Called Henry*, enjoys only one week of untroubled grace and affection—the first seven days of his life. Then his father, a one-legged bouncer and his own self named Henry, makes the mistake of insulting his inebriated wife that the baby be called by the same name—although it had previously been given to their firstborn, now-dead one. The pain of that decision drives a wedge between them, and positions their attitude towards the first of their offspring to survive infancy by 5. Henry is raising the filthy mean street of Dublin alone—and Doyle's most sensitive novel yet is off to an appropriately macabre start.

Of the five critically acclaimed books that 41-year-old Doyle has written previously, *The Man* (1991) was shortlisted for Britain's coveted Booker Award and *Roddy Doyle's He He* took that prize in 1993. But Doyle's latest has been most every day in life working-class Ireland in a bold but unimpeachable fashion, often through the eyes of his central characters. In the first-person narrative form he uses in *A Star Called Henry*, he does so again—but this time, against the backdrop of the Irish struggle for independence from England. His indictment of British behavior, based on extensive research, is stunning. But his descriptions of Irish actions are no less so, and that makes a significant break from the way Irish writers usually describe events of this period.



Doyle: Inducting both Irish and British

Doyle's remarkable strength in a writer include his ability to take the hands-on realistic view of Irish life, his high-class casual cynicism and kindness, inject the country's trademark black humour, and weave it all into a coherent tale that resonates to readers' hearts. His prognosis is not always bleak at first blush, and Henry Smart easily fits that description. From the outset, he is unimpeachably filthy and convincing, an unrepentant crook whose thuggery and cheating skills are surpassed only by his willingness to kill on command.

When he drifts into the IRA in his early teens, it is because of his resentment of the squeeze he grew up in, rather than any passion for nationhood. Smart is immensely cynical about all forms of authority or government, and his antipathy to the British is only really formed when he witnesses a parade featuring King Edward VII in Dublin one day—and, for reasons he does not even understand, kills him. In Henry's first taste of combat, he deliberately aims at stone windows, rather than the British troops on the street. "I shot and killed all that I had been taught," Henry says, "all the ceremony and asphyxiation that had been moulding me and other hundreds of

## Internet Advertising DIRECTORY

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## Books

thousands behind glass and bolts, all  
the injustice, uniforms and shoes—  
while the lads took chunks out of the  
military.”

As much as anyone, Smith could lay  
claim to the role of victim—uneducated,  
unskilled and left to make his  
way through life alone. But he is exuberant  
and uncomplicated, and those  
qualities and others give him an irresistible  
spark. He inevitably loses those he loves most:  
his beloved and only younger brother, Victor,  
dies at an early age, his father disappears, his  
mother loses his mind, and the mysterious  
Miss O'Shea, his soulmate and eventual wife,  
fades in and out of his life without explanation.

Those who do not desert him bring  
him in other ways. Despite the fact that  
he becomes one of the IRA's most legendary  
and feared killers—his actions immortalized in song and poetry—he  
gradually decides that his boasts, behind their  
paranoid rhetoric, are unnecessary to the people they  
oppose. By the book's end, the rebellious  
successful outcome brings little sense of  
triumph. The hunter has become the hunted,  
and he regrets the moral consequences of his  
own violence, as well as the overall circumstances  
he helped bring about.

That view has already caused controversy  
in Ireland, where it is a given that the  
uprising against England is a black-and-white  
tale of heroic underdogs rising against villainous  
oppressors. Doyle's view is more complex,  
suggesting that in the short term at least,  
the new Republic of Ireland simply replaced one  
set of greedy manipulators with another. The  
fact the country is now prepared to hear that  
view, he has said, is a sign of maturity. Until  
recently, it would have been unacceptable.  
Meanwhile, the best news for Doyle fans is  
that the book's end is really a beginning, for  
*A Star Called Henry* is the first of a planned  
trilogy. But with the first installment alone,  
Doyle has once again made a little—and English—treasure  
for the heart.

Anthony Wilson Smith

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Allan Fotheringham

## Adrienne Clarkson up close

The CBC cameras panned over all the celebrities and high media-media picked into the chamber of the Canadian Senate for Adrienne Clarkson's investiture as our newest governor general in this silly role of representing a queen of a foreign country from a castle across an ocean.

Dan Newman and Peter Menziesbridge picked out all the famous faces and honored guests for those watching the tube. They missed perhaps the most significant one. Her name is Carmen Viera. She is from Portugal. She is Adrienne's cleaning lady.

Those of us in the media mob have been rather rough on Her Excellency in her early days. In ruffian's called "piling on"—and since a severe penalty, Margaret Atwood claims the attacks have been "racist and sexist," something a prime candidate would never have to endure.

Larry Zoff, the CBC's court jester, declared she was "the perfect WASP." Which seems a strange description, since she was obviously picked for the symbolic reason that she is a woman who was a Chinese immigrant. Zoff, a Jew from North Winnipeg, meant it as a compliment, since he knows her well from her broadcasting days.

The *Globe and Mail's* report-kid Jan Wong, born in Canada of Chinese parents, looked her because the large her ex-husband's name and can hardly speak Chinese—"just a phony in her newfound appreciation of testimony." When it became known that she wished to be known as "Madame Clarkson," the Reform party designated honoree Deborah Grey announced that she knew what the traditional role of "madame" meant. Meaning actually that she couldn't differentiate between "madame" and "madams."

Well, I think a governor general who puts her cleaning lady in a row with all the other ladies is OK. Carmen, beautifully coiffed and dressed, was introduced to the Prime Minister by John Robison Steel that night at the Rideau Hall banquet. It was the first time she had ever been to Ottawa.

One night we gave a party for the immigrants as she was about to go off to Paris as Ontario's agent general. Dots Anderson, the famed feminist and magazine editor, gave the speech. She said "Adrienne, all your female friends here know you're beautiful, you're brave, you're kind, you're loyal, you dress wonderfully—and that's why we all have your gaze." Dots Anderson, so the big day had a front-row seat.

Carmen Viera used to be my cleaning lady. Adrienne helps out her friends. How can you not want to a governor general who, in her eloquent acceptance speech, referred to the Canadian explorer "Cavelier de La Salle, La Vérendrye, Heame and Maclembie?"

Heame! Who else but Adrienne would know that your bushing agent was born in Heame, Sask. People from Heame are called Heamies. In fact, the town is so small we couldn't afford a village idiom—everyone had to take turns.

St Samuel Heame, born in London in 1705, was sent out by the Hudson's Bay Co. and in 1771 became the first European to make it to the Arctic Ocean overland. He became chief of Prince of Wales Fort, where he was captured by the French and taken to France. His release from jail was negotiated on the condition that he publish an account of his travels. Only Adrienne would pay that tribute, giving me a work at the end.

She's not quite a loose-joint rag as the now appears. One night, over some wine at the home of fashion editor Beverly Radlett, the two of them along with Marlene Peterson—wife of junior cabinet minister Jim Peterson—dressed up in old full-length beaded gowns from the Rocker wardrobe, hired a limo and wound up on wheel hours sitting around a piano bar in Montreal.

Rockers since heard me boast that I knew more about fashion than most women (me) and challenged me to assist all the women from Mills Mulrooney to Barbara Amiel to Clarkson. Most of them didn't speak to me for two years, and a 1983 issue of the now-defunct *City Review* had my assessment: "The women I admire most. I can't imagine ever seeing Adrienne when she did not look dressed for the occasion, whether it's wedding the crown or whatever. She has the gift of looking as though she doesn't spend a lot of time on how she dresses, even though she does." I guess that's why she turned me to her cleaning lady.

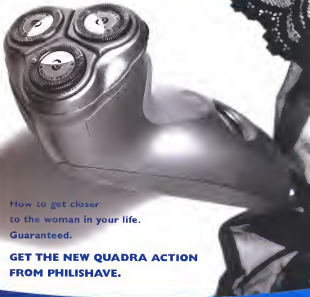
I suspect within 18 months she'll going to absolutely hate the maid-maiding ritual and consent to go to Wales and Other Hamish that forced Renée LeBlanc to quit early.

Carmen Viera says "At Rideau Hall she didn't treat me like her cleaning lady. She treated me as a friend." Carmen out of a job now, of course. Hamish! musing on her ultra-chic Yorkville digs for five years. "But," says Carmen, "she told me in five years I'd be back with her."



By Peter Menziesbridge

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